



**FISHERMEN FOCUS GROUP REPORT**

**April, 2011**

**Honolulu, Hawaii**

**Prepared by:**

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## **INTRODUCTION**

The Western Pacific Regional Fishery Management Council contracted with QMark Research to conduct a focus group with Hawaii residents. This is the second year in which a focus group has been conducted and this report will compare the changes occurring between the 2010 focus group and this 2011 focus group.

The focus group began with a discussion about various fishing issues including their opinions on how fishing in Hawaii has changed over the years and what has caused those changes. Two of the main purposes of the focus group are to learn about fishers' awareness of the Western Pacific Regional Fishery Management Council and their involvement with the council. They are asked about their knowledge and opinion of the Aha Moku community consultation process. They are provided with a kit of printed materials for review and comment in terms of what appeals to them and what they would use. They are asked about their preferences for different ways the council can communicate with them and their suggestions for improvement of the council.

QMark conducted one focus group on March 16, 2011 at its downtown focus group facility. Participants were recruited by QMark staff. A voice recording was made of the session with a transcript prepared to enable a written report that also includes quotations from group members. Participants were assured that their discussion would be confidential and that quotations of responses would not identify any of the group members by name.

The purpose of this written report is to enable the Western Pacific Regional Fishery Management Council to better understand fishers' perspectives on various fishing issues, as well as their knowledge and opinions of the Council and their suggestions on how to communicate with them. Also, this report will compare changes between 2010 and 2011.

The following table illustrates the distribution of participations by various characteristics as well as fishing activities. In 2011 there were nine participants including only two females. This compares to 2010 when there were twelve participants including only one female. In 2011 the ages of participants ranged from 22 to 53 with an average age of 38.1 years. In 2010 the ages ranged from 25 to 63 with the average age being 43.4 years. In 2011 four tenths (42.9%) of participants reside in Leeward Oahu, with three tenths each (28.6%) residing in Honolulu and Windward Oahu. In 2010 half of the participants resided in Honolulu, and one third lived in Windward Oahu. The other participants lived in various other areas of Oahu. The ethnic distribution of participants in 2010 and 2011 is similar with about one third of participants who are Hawaiian/Part Hawaiian, one fourth to one fifth Japanese and the others are of various other ethnicities including: Caucasian, Chinese and Filipino. In 2011 only one in five participants are college graduates. This compares to more than half of participants in 2010 who were college graduates. In 2011 half of participants indicated their highest level of education is high school graduation.

PROFILE OF FOCUS GROUP PARTICIPANTS			
Question:	Answer:	2010	2011
		%	%
Do you fish?			
	Recreational	54.5%	58.3%
	Commercial	18.2%	4.2%
	Subsistence/cultural	27.3%	37.5%
Days per year saltwater fishing			
	5 or less	0.0%	0.0%
	6 to 10	16.7%	7.1%
	10 to 20	16.7%	14.3%
	20 to 30	8.3%	7.1%
	More than 30	58.3%	71.4%
Typical fishing trip			
	Shoreline fishing	34.8%	39.3%
	Near shoreline fishing	26.1%	21.4%
	Go on friend/family boat	17.4%	28.6%
	Go on my own boat	8.7%	7.1%
	Go on charter boat	4.3%	3.6%
	Mix	8.7%	0.0%
Area lived on Oahu			
	Leeward	8.3%	42.9%
	Honolulu	50.0%	28.6%
	Windward	33.3%	28.6%
	Central	8.3%	0.0%
Age		43.4	38.1
Ethnicity			
	Caucasian	16.7%	14.3%
	Chinese	0.0%	7.1%
	Filipino	8.3%	7.1%
	Hawaiian/part Hawaiian	33.3%	35.7%
	Japanese	25.0%	21.4%
	Hispanic	8.3%	0.0%
	Mixed	0.0%	14.3%
	Samoan	8.3%	0.0%
Education			
	Less than high school	0.0%	0.0%
	High School graduate	8.3%	50.0%
	Some college	33.3%	28.6%
	College graduate	58.3%	21.4%



This compared to only 8.3% in 2010. In 2011 almost three in ten said they had some college education. This compares to one in three in 2010.

In both years fishing activities included half (54.5% in 2010, and 58.3% in 2011) who are recreational fishers. However in 2011 almost four in ten (37.5%) are subsistence fishers compared to one in three (27.3%) in 2010. In 2010 almost one in five (18.2%) were commercial fishers compared to only 4.2% in 2011. The large majority of participants fish more than thirty days per year (58.3% in 2010, and 71.4% in 2011). Shoreline fishing is the most popular (34.8% in 2010 and 39.3% in 2011). Next in 2011 is going fishing with a friend/family boat (28.6%). For 2010 it was near shore fishing (26.1%). The third most popular type of fishing in 2011 is near shore fishing (21.4%), compared to 2010 which of going on a boat with a friend or family (17.4%).

Although the patterns of characteristic are similar between the years of 2010 and 2011, the main difference between the two years is that in 2011 there is a much larger proportion of respondents from Leeward Oahu compared with more from Honolulu in 2010. Also, in 2011 there is a much larger proportion of participants who have only completed high school compared to 2010 when a much higher proportion graduated college. These differences may account for some variation in the group discussions between 2010 and 2011.



## **EXECUTIVE SUMMARY**

### **Introduction**

The Western Pacific Regional Fishery Management Council contracted with QMark Research to conduct a focus group with Hawaii residents. Some of the main purposes of the focus group are to learn about fishers' awareness of the Western Pacific Regional Fishery Management Council and their involvement with the council. They are provided with printed materials for review and comment in terms of what appeals to them and what they would use. They are asked about their preferences for different ways the council can communicate with them and their suggestions for improvement of the council.

### **Findings**

#### **General Opinions and Attitudes About Fishing**

Participants were asked how fishing in Hawaii waters has changed over the years.

- Several said that it has changed considerably...some say there is more fish and some say less.
- Some say there are different kinds of fish now, compared with the past.
- Some participants say that the media keeps telling us that there are no more fish, but in fact they don't know.

When asked what could be causing these changes...

- Some said it is pollution,
- Others said it is overfishing, and
- Lack of enforcement of the rules.



## **Awareness Of The Council**

When asked if participants have ever heard of the Western Pacific Regional Fishery Management Council, all participants indicated they had. When asked what participants think WESPAC does, there were a variety of responses.

- When asked if they think WESPAC is the fisherman's friend, several participants said it is, and others wondered.
- Ten out of the fourteen participants said they had seen or received some kind of publication or communication from WESPAC.
- Some participants say they have noticed the WESPAC posters at tackle shops.
- Two participants indicated that they had a favorable impression of WESPAC. This compared to two who admitted they had an unfavorable impression. The other participants were either neutral or unwilling to indicate how they felt.
- There was a lively discussion among participants about how they felt about WESPACs handling of some issues, especially about the long liners coming in and fishing within the exclusion zone.
- The fishers don't want a lot of regulations, but in order to prevent problems there needs to be some, but the regulations, the fish reports, the paperwork are disliked by fishers because that is not what fishing is about to them.

## **Involvement With The Council**

Some participants had attended WESPAC meetings and /or served as volunteers on committees. Those that had not attended WESPAC meetings were asked why.

- No interest, prefer to spend time fishing
- Don't know what the meetings are about or how they affect them



When asked if they had seen any announcement of the meetings that told what was going to be discussed...

- Some said they had but didn't see what the meeting was going to be about.
- Some said they had seen some announcements in the Hawaii Goes Fishing.

Also, some participants have noticed that WESPAC has informational booths at expositions such as the Blaisdell, or at a hotel. They were asked their opinion of them.

- Some didn't feel comfortable going to these WESPAC booths...not friendly
- Some didn't like to go to big hotels in Waikiki
- Some felt the exhibitions weren't for them

Only two participants said they have submitted comments to WESPAC on proposed regulations or on issues or decisions they've made.

The participants were asked about having seen WESPAC articles, information, commercials, etc. There was a mixed response.

- Two participants had seen WESPAC newsletters.
- Almost everyone had seen something about WESPAC on TV or in ads.
- Two said they have gone to their website.
- None of the participants said they had heard about WESPAC on the radio.

Only two participants said they have submitted comments to WESPAC on proposed regulations or on issues or decisions they've made.



Some participants acknowledge WESPAC's role as a regulator, recognizing that it is important to have some regulations in order to assure the preservation of resources and that resources can be equally accessible to all people on the island.

When asked about the Council's Fisheries Ecosystem Plans and policies, only one participant knew about it.

Participants were asked whether they have heard about education programs in putting Hawaii Marine Fisheries and Resources in high school summer classes. Only one participant had.

When asked if they'd heard about lunar calendars, several said they were aware of that. Some said they were aware of it, but some confused it with other calendars they've seen.

When asked if they had seen other things produced by the Council such as posters, other on-line resources there was little response.

None of the participants recalled seeing any other communications or outreach materials from the Council such as mailings talking about their community meeting fisheries forum, workshops and such.

In addition to the above topics the 2011 focus group discussed the four main roles for WESPAC. To begin, participants were handed a sheet with these four WESPAC roles or responsibilities, i.e. 1) Giving people a voice in decisions that are made regarding fishery management, 2) Prevent overfishing and protect ocean's ecosystem, 3) Support the fishing industry, as well as livelihood and culture of fishermen, and 4) Provide consultation and recommendations as required by law. They were asked to indicate which they feel are most important. The following were mentioned:

- Prevent overfishing



- All are important
- Giving people a voice, and
- Ecosystems management

To give people a voice in the decisions that are made regarding fishery management.

Some participants said WESPAC isn't doing a good job of getting public input, so when asked how WESPAC might accomplish this role participants said:

- They should try to get more people to attend their meetings.
- Conduct a survey about fishing to get public feedback.
- Get feedback from different fishing groups, i.e. trollers, divers, etc.
- Have special events to attract people and then ask them for input.

To prevent overfishing and protect the ocean's ecosystem.

In discussing how they think WESPAC can accomplish this to prevent overfishing and to protect the ocean's ecosystem there were several ideas. Most participants agreed that while most fishers may not agree with all regulations, there still need to be regulations.

- There needs to be more awareness and enforcement of existing regulations.
- Education of special groups, such as new in migrants, teaching in schools
- Encouraging fishers to set a good example for others to follow

To support the fishing industry, as well as the livelihood and culture of fishermen.



None of the participants said they knew that WESPAC does this. There are questions about which industry WESTPAC protects, the recreational or the commercial fishing industry. WESPAC can accomplish this responsibility by...

- Promoting regional areas with representatives similar to a Aha Moku type system
- Include fishermen in WESPAC so they can represent them in their activities

#### To provide consultation and recommendations as required by law.

Before a law regarding fishing can be made, the lawmakers and WESTPAC need to go to those affected by the law for their advice and recommendations.

Some ideas on how this is done...

- Make recommendations based on discussions at meetings
- Help to make rules and regulations and to implement them
- Fishers need to let lawmakers and WESTPAC know what they want

#### **Awareness of Aha Moku**

Some participants said they have heard about the Aha Moku community process and believe that that process would be valuable today. This culturally derived process not only protects the fish but it fosters the cultural values and practices of the fishers. It can be promoted by...

- Teaching the younger generation at home and in school about Aha Moku
- WESPAC can support and encourage this system to be established in order to improve the livelihood and culture of fishers.

## **WESPAC Publications and Materials**

Participants were handed a bag containing several publications and printed materials prepared by the Council. They were asked to look over the materials. Comments included...

- Several said they had seen the calendar with moon phases and liked it
- There were several positive comments about the quality of the materials
- Some were interested in the content of the materials...finding them useful.
- Several suggested places these materials could be placed where people would have access to them: fishing stores, schools, beaches/pools, clinics

Only two participants are on WESPAC's mailing list to get materials and notices about meetings. Participants were invited to indicate their interest in getting on the mailing list.

## **Communications Preferences**

Participants were asked how they would like WESPAC/Council engaged with them.

- Regular mail
- Facebook

If you were going to attend a meeting, what are the best times, days and locations?

Locations...

Parks

Places that serve beer

Times...



- Evenings
- Week nights

Best way to let you know about it?

- Word of mouth
- email

What should be said about the meeting to make it interesting to you?

- Going to discuss urgent issues
- You can express your opinion- your ideas are important

What would attract your attention about the meeting/event?

- Have interesting events such as fishing tournaments
- Ads, flyers, brochures
- Giveaways such as prizes, handouts, etc.
- Announce interesting topics for discussion, presentations
- Make it fun, have food, include family

### **Suggestions For Improvement Of The Council**

Participants were asked for suggestions to offer the Council on how they can advance the effect of their education and outreach efforts and reach their goal to improve people's and fishermen's awareness and understanding of the Council, its process, policies and issues regarding fishery management.

- Teach the public and fishers more about WESPAC:



- Mission,
- Responsibilities,
- Funding,
- Relationship to other agencies, and
- Position on various issues
- Have more events to include the public and fishers
  - Teach about WESPAC
  - Make it a family event with various activities and food
  - Have activities of interest to fishers
  - Workshops on culture, fishing, etc.

More use of media to explain what WESPAC is about

- TV
- Newspapers

Focus more on enforcement of existing regulations

## FINDINGS OF FOCUS GROUP

### General Opinions and Attitudes About Fishing

Participants were asked how fishing in Hawaii waters has changed over the years. Several said that it has changed considerably...some say there is more fish and some say less. Some say there are different kinds of fish now, compared with the past.

*“A lot more whales, plenty more whales now. Yeah, when you’re bottom fishing and an anchor – it’s spooky.”*

*“I know a lot of fishermen this past few years it’s like population of fish that they had to abandon the fishing effort because of the whale activity.”*

*“Now a lot of weird things. When I was small we never had box jelly fish. Never had ika swimming around, they’ve found sea snake in Kaneohe. There is a lot of weird stuff in the water now.”*

*“30 to 40 years ago I mean weren’t seen that kind of schools that we saw back then but you know 10 years ago, a lot of ahi are going, the big ahi where they were and stuff...also the big ones starting to come back and you know we started to get a better runs.”*

*“I think a lot of the fish when we grew up there are plenty of these species here and species there. I think because of the changes in the ecosystem they have displaced. So like some species can’t survive or live, or would they go. So now they had to find somewhere to live because we don’t see them and the ocean has no more fish but in reality they may have just been displaced.”*

Some participants say that the media keeps telling us that there are no more fish, but in fact they don’t know.

*“Because all you hear in the media is no more...no more fish. The media never lets out the fact that there can be a sustainable net fishery. They don’t do the science. When I go diving at night I see a lot of big fish close to shore.”*





When asked what could be causing these changes some said it is pollution, others said it is overfishing and lack of enforcement of the rules.

*“Pollution.” “Runoff from the island. A lot of sewage spills.”*

*“Overfishing.” “Yeah, like taking babies...some Micronesian guys they just shoot everything.” “For the pelagic...the sailors definitely made an impact on what is going on inside the 200 miles.”*

*“DLNR is just terrible. I mean you call them and they take like an hour and forty minutes to come. They don’t have the manpower I guess...is a waste of time to call.”*

*“When you guys talking about the rules. I think doesn’t make a difference if there is no enforcement.”*

In the 2010 group, some of the participants generally felt that fishing for them had not changed much. Others said they had noticed a negative change... some species of fish had been overfished and as a result only small fish are present...too small to take...sometimes there are no fish at all. Some participants believed a lack of regulation and some believe it is due to fishers not following the existing rules or being confused about the rules. Others believe that there are now too many rules. Other participants believe that there are more and more people fishing and the growing demand for certain species of fish because of more people fishing as well as an increase in the price of fish.

### **Awareness of the Council**

When asked how many participants have ever heard of the Western Pacific Regional Fishery Management Council all participants indicated they had. When asked what participants think WESPAC does, there were a variety of responses.



*"They're required...to regulate a sustainable fishery. They're out there to take assessment and keep it a sustainable fishery."*

*"They collect a lot of public feedback as far as the fishing management and what's the current bottom fishing, couple seasons, and the quotas, a lot of it was the result of the public input process which enforcing other agencies. The state doesn't really pay attention to it."*

When asked if they think WESPAC is the fisherman's friend, several participants said it is, and others wondered.

*"I think so."*

*"I would say I have done enough research on that or to take it either way."*

*"Some of the people, I've sat on the committee, they've got their interest in their long line. You know they have interest in the fishing itself. As far as they're nonbiased I would say that they're not biased. I mean some of them protect their own interest you know."*

Ten out of the fourteen participants said they had seen or received some kind of publication or communication from WESPAC.

*"Some kind of fishing moon chart that they've put out."*

*"They have some internet site where you can record your catches."*

*"They have commercials of the fishing shows...upcoming meetings and you know a project that is going on."*

Some participants say they have noticed the WESPAC posters at tackle shops.

*"There are posters at every tackle shop I've been to."*

*"The meetings... I guess it's little thing that you know and the next meeting is coming up and invite the public to come out."*

Participants discussed what they think are WESPAC's responsibilities.



*“From what I understand they take the scientific data, the public comments, and finally the plans that get submitted to the six step commerce and ultimately everything has to be approved by the commerce and if so, then sent on to the marine fishery service. So there are like 2 agencies in the whole WESPAC and NOAA. So they’re supposed to be public input process.”*

Only two participants indicated that they had a favorable impression of WESPAC. This compared to two who admitted they had an unfavorable impression. The other participants were either neutral or unwilling to indicate how they felt. Some said they had been involved with WESPAC as a volunteer on some committees.

*“I think everybody here heard about WESPAC and speaking behalf of my friends or people that I know who fish. If you were to ask that question exactly what they do? Or are they favorable or unfavorable? I wouldn’t be able to answer and as you see here that is the final result over here. Most people are neutral and they don’t have exact opinion of them.”*

There was a lively discussion among participants about how they felt about WESPACs handling of some issues, especially about the long liners coming in and fishing within the exclusion zone. Several years ago, there were some fishermen who came in from other areas of the U.S. and began to fish in Hawaiian waters.

*“Even the local guys that been here forever, did not interact but what the state invite. They (state) did the big push to bring all these guys out because the Western Fishery was shut down and the East Coast was shut down to long lines...the state invited probably 100 something out here...they got money to come out here.”*

*“There is a line – 75 miles out of the 200 mile limit that they couldn’t come inside because they were right in Waianae with long lines right off shore. They were interacting with us.”*

*“I went to all those meetings because our group was instrumental in getting long liners pushed out to that 50 mile whatever west to that zone across the state and stuff.”*

*“You know I think if we would have our way. We wanted more than 200 miles.”*



*"I mean if the fishermen had our way, what we wanted to do is to cut the fleet down. We had our own self interest that we want it for the local guys and we wanted for our island. We want our fish for our local families and stuff like that."*

They believed that the government had to bear some responsibility because they invited them to come to Hawaii to fish. WESPAC was caught in the middle and did the best they could to solve the problem.

*"To be honest, I don't think WESPAC really fear of them...that is the best they could do. If they favor one group over the other they would get sued."*

*"The state...I think they walk carefully because the state invited them out of there and they really couldn't blow them I think. I think there is a politics involved."*

*"I favor David Itano being on the port but I don't really favor WESPAC. But the fact he is on there I think he himself will make a difference."*

The fishers don't want a lot of regulations, but in order to prevent problems there needs to be some, but the regulations, the fish reports, the paperwork are disliked by fishers because that is not what fishing is about to them.

*"If I can speak for what I think the majority of the local fishermen and all the Hawaiian fishermen and you know the guys that have lived out here. They don't want regulations you know? That is why we fish is get away from that kind of regulation. That's why we have a boat to get away and just enjoy without being told what to do and I think the majority of the guys don't want any."*

*"That it's not realistic but I'm just trying to tell you the mentality of it. They're looking at us as the enemy because they're going to deal with these quotas, they're going to tell us what we can't catch and you know give us paperwork and all that kind of stuff."*

*"Somebody's going to be standing on the top and see what you got. There is nothing positive from the fishermen to them. It's like big government to us. I mean the guys that fish, you don't fill fish reports and all that stuff."*



In 2010, while most participants had heard of WESPAC, some hadn't heard of the Council and others weren't sure what the Council does. Those who have heard about the Council say they found out about it from various sources such as articles in papers or magazines, TV shows, and by word-of-mouth. Participants were asked if they had seen any of the Council's outreach material. Some said they had seen something in the newspaper. Others said they had seen something on TV. When asked how they feel about the Council, most were non-committal, but admitted it plays an essential role.

When asked if they knew whether WESPAC had a relationship with other organizations such as the National Oceanic and Atmospheric Administration (NOAA) most said they didn't.

*"I had no idea."*

When asked if they knew WESPAC had a relationship with the National Marine Fisheries Service, some said they were aware.

*"I know they work together."*

When asked whether they know that WESPAC has a relationship with the Pacific Island Regional Office or the Pacific Island Fisheries Science Center there were some that did and others that didn't.

*"I've heard of them (PIRO) but I don't know what they do."*

They were asked what they think is the relationship between the State of Hawaii and the Council. Most said they didn't know, and one or two participants gave their opinion.

*"I can speak for bottom fish part. The federal wanted the quota and the seasons and the state wanted to close us and the compromised by doing both...because they didn't really know what is going to save the fisheries so they've decided to do both."*

*"From my personal opinion, I personally don't know who is actually making the rules for the state to begin with."*



*"If I knew where are they getting their money from?"*

*"I'm not too sure what WESPAC like even after all this I would still prefer to do my own research you know."*

## **Involvement WithThe Council**

Three or four participants said they had attended WESPAC meetings and one or two said they had served as a volunteer on some committees and the advisory panel.

*"I've served some committees as a volunteer and the advisory panel. You know we get fishermen like us, seeing that one and making recommendations to them. That's part of the public input process and you know seeing that it is bottom up, we're not like the other fishing agencies like Commission of Aquatics and the state of Hawaii. So bottom up process, I don't know what happened before. I don't know what the makeup of the council. What is the composition because the council they voted the members in but it could've been different back then so things may have changed."*

*"I went to all those meetings because our group was instrumental and get long liners pushed out to the 50 mile whatever west to that zone across the state and stuff." (discussed above)*

Those that had not attended WESPAC meetings were asked why.

*"I don't have any interest in it. I just like to fish."*

*"I just want to go out there and have fun. That is why I go out there and not to worry about politics. When talking about politics, it doesn't really ring a bell for me. I go out there I take my opihi, I fish a little bit, I do some netting and I'm happy with that – free as a bird."*

*"I think if we knew specifically what the meeting was going to be about and how directly going to affect us. Then we might consider (going)."*

When asked if they had seen any announcement of the meeting that told what was going to be discussed, some said they had but didn't see what the meeting was going to be about.

*"I have seen like the date and where it's going to be held at."*



Some said they had seen some announcements in the Hawaii Goes Fishing.

*“Hawaii fishing has them in there every month.”*

*“Hawaii Goes Fishing commercials they have the WESPAC on there.”*

*“But I think they get a lot more people if they put it more something that where all the local people can understand what they’re talking about. Not using all these scientific words and everything else where an average local person is going to like – I have nothing to do anything with this, I’m going fishing.”*

Also, some participants have noticed that WESPAC has informational booths at expositions such as the Blaisdell, or at a hotel. They were asked their opinion of them.

*“I’ve seen their booth but the people aren’t too enthusiastic. They just kind a like stand in the corner and drink their beverage and they don’t go and approach people and say – hey this is what we’re about.”*

*“Not the booth that you want to go and talk to. They might get scolded or something.”*

*“They’re not designed for the people. They hold them during the weekdays, during our work hours. They hold them during the daylight hours. They don’t hold them after our work times. So it’s not meant for us to go there you know. If they really give what we care about and thought about then they would hold it 7 PM you know or something over the weekend or something.”*

*“Trolling for 12 hours, he’s not going to go home shower and come in to Waikiki and sit in the building.”*

*“I think it is also the location. I mean most fishermen are not going to Waikiki and go to some big hotels, pay for parking.”*

*“Yeah, and they always hold them in the big, expensive hotels.”*

*“Yeah, they should have it on a boat ride. You know get the tent guys, put up a tent, had it outdoors where everybody feels more comfortable, they don’t feel trapped. I think they would have more outcomes that way.”*

They were asked who those things were meant for, if not the fishers.



*"There are members, the guys around the committee.*

Only two participants said they have submitted comments to WESPAC on proposed regulations or on issues or decisions they've made.

When asked about whether they have seen the WESPAC newsletter, only two participants had. Almost everyone had seen something about WESPAC on TV or in ads.

*"But not I can remember though."*

*"But even then it's like oh, what is the commercial about?"*

*"I think for me I've seen the commercial about them but I don't think most people get exactly what they do and what do they stand for."*

Two said they have gone to their website.

*"It was about a year ago, I don't remember too much. I just kind a checked it out."*

None of the participants said they had heard about WESPAC on the radio.

*"I've never heard them on the radio."*

Participants were asked if they, their friend or family members who actually use the ocean have heard or know about the Council.

*"Yes, about the negative stuff."*

*"Because people talk about them. Because you got all these people regulating. What is WESPAC do? I can't answer that. I don't know. You've got so many other layers of bureaucracy. I don't know what the jurisdiction come and goes."*

*"I see them as all those groups that they're going to take away our right to fish. Limiting on what we do in the ocean. I know that they are there to stop the fish"*





*reef from collapsing. It's a last frontier out there. They are out there to regulate us."*

Although several participants see WESPACs role as a regulator, some recognize that it is important to have some regulations in order to assure the preservation of resources and that they can be equally accessible to all people on the island.

*"There is got to be regulations but they have to be reasonable. They have to be in favor of the local people to stand up and say – hey yeah the regulations are good. But like I said, regulation is regulation but there is nobody there to enforce the regulations. What is the sense on it?"*

*"You know when they're taking quotas and you got a boat that can go out there and catch tons of fish and take a huge percentage of the quota with 3 or 4 guys on the boat. So how is that spread your resources evenly people on the island?"*

When asked about the Council's Fisheries Ecosystem Plans and policies, only one participant knew about it.

*"I think they have the coral restoration and runoff and all that."*

Participants were asked whether they have heard about education programs in putting Hawaii Marine Fisheries and Resources in high school summer classes. Again, only one participant had. When asked if they'd heard about lunar calendars, several said they were aware of that.

*"I did see that."*

*"Yeah I did see that also. That was the one thing in the website. Supposed to be kept confidential so that have a program about the moon phase, it does your own chart, like a fishing calendar."*

They were asked if they knew that there was a paper calendar printed as well. Some said they were aware of it, but some confused it with other calendars they've seen. Some however did indicate that they knew what it was.



*"It looks like most of the calendars."*

*"Don Quijote selling it for \$2."*

*"As far as I know it's just like a regular calendar, they write down what they've caught, what the moon was, time and that was it. You're not going out and buy some special calendar."*

*"I mean I do that for free on my phone for to tell you tides and the moon phases."*

*"Oh actually now when I think of it. I think I know what calendar you're talking about. A nice one. I mean they're passing out at those booths."*

When asked if they had seen other things produced by the Council such as posters, other on-line resources.

*"Not recently, but I remember seeing some stuff, like fishing stuff."*

None of the participants recalled seeing any other communications or outreach materials from the Council such as mailings talking about their community meeting fisheries forum, workshops and such.

In 2010 none of the participants said they had ever attended a Council meeting. They say they are unaware of them or their location. Some participants said they had been to meetings about various issues or topics sponsored by fishing organizations or clubs.

In addition to the above topics the 2011 focus group discussed the four main roles for WESPAC. To begin, participants were handed a sheet with these four WESPAC roles and they were asked to indicate which they feel are most important.

*"I think overfishing."*

*"I think all of them are important."*

*"The voice and the ecosystems as well."*



Participants were asked if they were aware that this was their (WESPACs) mission. Some said they were not. One said they were aware of the last one...to provide consultation and recommendations as required by law.

*"I'm aware of the last one. Because I always thought of the state made pretty much about the rules and regulations. I didn't know WESPAC had that much influence."*

Participants were asked how they think WESPAC does number one? To give people a voice in the decisions that are made regarding fishery management.

*"Try to get people in to the meetings."*

*"They hold their meetings and they have a public forum for each one of their topics whether it is the bottom fishing or the pelagic or the lobsters. You know each one of those they have different segment on it and at the end of each one of their discussions then they have an input for the public to stand up. You can either write in or you can voice in."*

*"But you know what is interesting they say the public input. They're not doing a very good job again with the public input. It seems like they are not really trying to get out input."*

*"They're not getting the true fisherman input."*

When asked how WESPAC might accomplish this role?

*"I think the easiest way is to have a survey thing or something about the fishing stories and they'll get it right there the most feedback."*

*"Maybe have keiki fishing tournament that the parents can bring the child and let the child fish while they do a survey."*

*"I think you need to break the fishery down. I don't dive but the divers have an idea what they want to do. I troll and I know the trollers have an idea but I don't know about everybody else."*

*"If you broke it down at the user group it probably makes more sense, you're going to get more ease out of it because I don't want to hear about the guys been diving. I don't care. You know what I mean?"*

*"I noticed that most people have emails but I don't know how faster their emails. I don't see email blasting like – oh, reminder, meetings you know. Maybe that is more utilize the email network."*

*"Every registered boat owners should be able to get the information and send it out."*

Next, participants were asked how WESPAC does number two. To prevent overfishing and protect the ocean's ecosystem.

*"Try take numbers I guess."*

*"Closures."*

*"I can speak because I know I have children. My kids they come home from school and learned this from school and everything else about you're not going to eat the back, through undersides you know. It takes them a while, the fish is kind a like half dead but they still threw it back and I think the younger generation that's where it's going to come from."*

In discussing how they think WESPAC can accomplish this to prevent overfishing and to protect the ocean's ecosystem there were several ideas.

*"I think they need more sides too. You know the public input is one thing but there are any good signs to back it up. I mean because even with public input, you get enough people together and you can skew that by just getting what you want to say. If they're just taking it that way, I mean what's happening right now I think the good thing that they're doing is expanding the corals for the bottom fishers because they're starting to get some good signs and they're showing that there is more fish out there."*

*"I've been to some of the meetings and they don't accept all the scientist stuff. I mean you know some of the scientist whether they trust or not. I don't know if there is a way to go for it. But I do believe that a fishery can collapse."*

*"But although I see these guys going out there with no running light, without nothing and you know they're doing their thing out there. Even though they're not supposed to be doing it but like again I said there is nobody doing to enforce it."*



*"Yeah they need enforcement especially in the inshore."*

Some participants believe WESPAC should be involved with enforcement.

*"It should be part of it. What good is the law if there is no enforcement?"*

*"If they (WESPAC) have a big influence on the rules like from the beginning of the meeting. There is no enforcement."*

*"Then they hire these guys a dollar a year and then they give them this card. They pay the guy a dollar a year and the guy goes around and he tries to be the game warden. I mean that is dangerous. That sounds really crazy. You're going to go up to some big Hawaiian guys throwing net and say – let me see your net? That guy is going to get punched out."*

*"Sometimes we enforce the rules on ourselves. I mean I don't catch lobster if it has eggs."*

*"Like I think you said I mean not to be prejudice. The Micronesians are having a real bad impact on the inline shore because when we go out diving after they go. They shoot fish and they use a hinge gun. It is just a straight spear and there is fish all over the place, dead because they don't go after the fish after they should've. They just look for the next one to shoot."*

*"The take everything they can see even the sea cucumbers."*

*"I mean anything that crawls, has roots or breeds."*

*"I'd say my sides are immigrants but they came here to start a new life to work and stuff. But these guys are sent here because of the military\_\_\_\_\_target practice. They've got a free ticket, free money, free rides, they don't care."*

*"I mean to keep repeating, repeating and I guess you know teaching the younger kids."*

*"It is just a matter of enforcing laws. Like I teach my little brother to throw back whatever he doesn't need. But it's all about enforcement..."*

The third WESPAC responsibility on the list is: To support the fishing industry, as well as the livelihood and culture of fishermen. None of the participants said they knew that WESPAC does this.



*"I don't see they do that."*

*"I don't know enough about that."*

*"I don't really know too much about WESPAC."*

When asked to comment on how they think WESPAC can accomplish this responsibility, there were several suggestions.

*"Make sure they have actual fishermen on board."*

*"It wouldn't hurt to set up regional stewards you know. There is a representative from Haleiwa, Laie all around the shoreline. So many miles maybe it's 25 miles of district or something and somebody is going to be in charge of that area, working in conjunction with them that can give them the input from that zone of what is going on down there."*

*"Who is the group that is doing the Aha Moku that trying to promote that?"*

*"Is that WESPAC?"*

There was a discussion of the Aha Moku system. This is found in the following section of this report.

The final WESPAC responsibility on the list is: To provide consultation and recommendations as required by law. Some ideas on how this is done...

*"Just like when we get our meeting, we got to move them out. They've put together from recommendations."*

*"I know they've helped set up closure too you know set up the lobster closures I mean even with corals and stuff."*

There were six statements read to the group and they were asked how WESPAC tries to accomplish their role in fishery management in these six ways. There was a discussion on some of the statements, as follows:

First, we understand that regulations can hamper catch. However, it is important to maintain sustainable fish populations to prevent far more drastic restrictions. There were several comments on this.

*"I think most people here are okay with certain regulations and we agreed that there needs to be regulations, right? Or am I wrong?"*

*"Not everybody is going to agree with all the regulations but if you ask most people here, should regulations need to be in place, I think most of us will say yes."*

*"... I think they need to segregate it. They need to make like an inshore fishing industry I guess and a long line or offshore pelagic because it's different ball parks. I mean you can't two of them together and make one decision."*

Second, two species are already depleted locally. But with your help and compliance, we can preserve sustainable levels of population.

*"So which two species is it?"*

Third, we continuously fight to maintain reasonable catch limits for you. There were some comments about this.

*"There is no catch limit except for bottom now they just started."*

*"...we're under regulated I mean I hate to say it."*

*"...we got more regulations now than we ever did since I've been living."*

*"I think there is some confusion on WESPAC control regulations and state regulations because the state does regulate the inshore fisheries but WESPAC really has nothing to do with it."*

*"The WESPAC outside the 3 miles right? The state got control up to 3 miles."*

*"I don't know WESPAC has anything to do with the inshore fishery. I really don't know. Unless it's corals."*



There was some discussion about how WESPAC provides consultation and recommendations as required by the law.

*“So before they make the law you have to go to them for their recommendation.”*

*“So I think what you’re saying is that they can recommend like the state do this or that I guess.”*

*“And then it’s going to go on what they say in making the law instead of coming to the people.” “Should be the people.”*

When asked if they think somebody like WESPAC can help you (people) with that? And, whether you are using them? Do you have somebody who represents your interests?

*“Not really. We got to fight for it. We got to get in there and let them know that this is what we want. But yeah WESPAC is looking at the whole thing but you know they’re looking at everybody’s side, right?”*

*“You know what I mean they’ve got to balance it. I think part of the mission statement is to balance both the recreational and the commercial.”*

*“We can’t figure out what WESPAC does...I see all these other organizations throughout the state.”*

*“The thing is we got the state, we got NOAA, we have WESPAC, we have PIRO. How many organizations do you need?”*

Sixth: one of our primary goals is to protect the fishing industry.

*“What industry? Is it the recreational industry? Or is it the commercial industry? Because those two go head to head you know.”*

*“Supporting the industry doesn’t necessarily support me.”*

*“There are some recreational fishermen out there that don’t care.”*



## Awareness of Aha Moku

Some participants said they have heard about the Aha Moku community process.

*“What they’re trying to do is trying to get elders that grew up fishing specifically in that area to get feedback on knowing or someone that was born and raised there for generations to understand ...this is what fishing is all about that was passed down through them when they grew up in that area. Not necessarily the rules are set up statewide you know...”*

Some of the pros and cons of that process or system...is it still valuable today?

*“Sure, of course because that marks when the fish migrates, when they lay their eggs and everything else but like back to the same thing, if there is nobody there to enforce it you’re going to have somebody going down there scooping up whatever is there when nobody is watching, like three in the morning or whatever.”*

Could the outcome of that process be valuable to you in learning from it and the understanding of it?

*“Sure.”*

Have you read anything about it?

*“Well they’re pushing a lot of that stuff to the younger kids, like I said I have children that go to school and they are starting to teach a lot of the small kids about the Kapu system and what ancient Hawaiians used and the reason why they used to do it.”*

Does that fulfill that mission of WESPAC to look at the livelihood and culture of fishermen?

*“Some of the fishermen, not all of the fishermen I think.”*

*“That is good that is in the school and teaching the kids. I didn’t even know that.”*

In 2010 none of the participants had heard of the Aha Moku community consultation process.



## WESPAC Publications and Materials

Participants were handed a bag containing several publications and printed materials prepared by the Council. They were asked to look over the materials and afterward they would have a discussion about them.

Anybody seen this moon phases?

*"Yeah, that was the one I've seen before."*

*"Yeah, the moon poster is pretty cool kind get you in touch with all the Hawaiians and stuff."*

Take a look through it and tell me what's good and interesting to you.

*"Nice expensive glossy paper."*

*"This is some good stuff."*

*"I would like to learn more about the traditional fishing or traditional ways."*

*"This one whatever they're talking about mercury levels and fish. Mercury kills people, mercury is deadly – as related to the mercury level."*

*"I like the reef thing."*

As typical fishermen in Hawaii. Can you relate to these materials? Are these materials designed for your use?

*"Of course."*

Any suggestions you have about them? Where would you like to find these things?

Where do you think you should get them?

*"This stuff should be in the fishing store."*



*"When you go register your car. Have it in satellite city hall."*

*"Some place where everybody goes."*

*"Like in the clinic."*

Who are these valuable for? Who is the audience?

*"To everybody."*

*"It should be in school."*

*"At every pool or on the beach."*

How many of you can see that this is something that you would have to put it up somewhere?

*"A lot."*

*"In my office."*

*"I like it."*

Participants were asked how many of them are on WESPAC's mailing list to get materials from them and notices about meetings. Only two. Participants were invited to indicate their interest in getting on the mailing list.

*"This stuff is pretty cool. I wouldn't mind getting some of this stuff in the mail."*

*"You know you can get on WESPAC mailing list. You could get on their list and they'll send you all the information and all the meetings."*

*"They should get on a mailing list because I've been on it. You know there is some pretty interesting stuff that they sent out because after their meetings they sent you some of what happened in the last meetings, some of the rules are read and they give you some of the science that involved and what they would do. Some of them are pretty interesting reading."*

## Communications Preferences

Participants were asked how they would like WESPAC/Council engaged with them.

Which do you prefer? Newsletters? Community meetings? Email? Which information from them would you most likely see?

*“Through regular mail.”*

*“If they did a Facebook page that might be helpful.” (7 participants said they are on Facebook.)*

If you were going to attend a meeting, what are the best times, days and locations?

Locations...

*“Recreation parks.”*

*If you really want to get the guys out and there is a beer garden. Then you get all the fishermen out there.”*

Times...

*“Evenings.”*

*“After fishing, after diving.”*

*“You know I think weeknights, evening time like on a Wednesday.”*

*“Yeah you know like a Wednesday night after like 6:30 or 7:00 PM so you’re not stuck in traffic.”*

What is the best way to let you know about it?

*“Word of mouth.”*

*“Yeah email.”*

What should be said about the meeting to make it interesting to you?



*"We're going to take away your rights to fish, so show up."*

*"Your voice counts."*

*"The more experienced fishermen to go I think the other fishermen will follow because of that fisherman going."*

What would attract your attention?

*"Yeah they get a fishing tournament. Get research of the fish and the tournament and give out all this stuff at the same time."*

*As far as getting participation...a lot of times in your advertisements, in your flyers, brochures, you know it has to attract attention and has to have action."*

*"Give some free hooks."*

*"Some of the things they said – oh, we're going to review the bottom fish management TAC team Total Allowable Catch. Even though they've been using the term TAC your years, nobody know what the TAC means. Everybody knows what quota is."*

*"It might get people active in attending if they use the term quota."*

*"You've got to make it fun. It's not going to hurt to give away some stuff you know what I mean. Like come down and eat some fresh fish, spend a little money. If you really want to see what's going on, try spending a little money to get them out there."*

Participants in the 2010 group indicated several preferences in styles and topics of communication. Some liked a lot of color, some liked pictures, and some preferred brochures that are easy to read, some liked articles that are more substantive, some liked historical topics, some liked topics dealing with fishing regulations, some liked to see articles about environmental preservation and conservation of resources, some about cultural practices and values.

In 2010, the kind of fishing information of importance to participants had to do with fishing regulations. Participants said they got information about these topics by word of mouth.



In discussing various ways the participants preferred the Council to communicate with them, some participants said that there are fishing programs on TV.

Meetings about fishing issues are best held on weekday evenings in order attract the most fishermen. In order to let fishermen know about the meetings Television and radio are the best media. In order to receive free printed materials from the Council, participants said they would be willing to sign up by telephone or on the website. To get fishing information on the Internet, participants went to different places, such as Google, or Craigslist. None of them knew about the Council's website.

### **Suggestions For Improvement Of The Council**

Participants were asked for suggestions to offer the Council on how they can advance the effect of their education and outreach efforts and reach their goal to improve people's and fishermen's awareness and understanding of the Council, its process, policies and issues regarding fishery management.

*"I think for me I just need to learn more about WESPAC – how do they get their money. Who funds them and about enforcement. If they say they don't have enough money to enforce or they have nothing to do with it. At one point, someone asked me as a fisherman would you be able to spend \$50 a year on fishing places and right off the bat my reaction was – no, this is Hawaii – have their freedom to fish. But then when I thought about it, I said I would be in favor because as long as that money goes back to education of the public and enforcement. You know it goes back into fishing and what supposed to be about and not back to the general funds."*

*"I think WESPAC has to tell what they do and what they are about because we came in here because we were luck to be chosen to come. But in the same time they should also kind a like politicians come and say – oh, this is what WESPAC is supposed to be doing. This is our goal, our mission but at the same time they should show like a track record because if people didn't go to the meetings, I wouldn't know anything what was going on. What they've done and maybe people would care. But right now is like – oh, WESPAC? You know what I mean so it's like more of awareness before anything else can happen."*

*"I agree what he said with the fishing license. I want to know where the money is going, unlike put in the general funds. I think it benefits the fishery, I'm not against it. I think that WESPAC needs to say exactly what they are with relation to NOAA, with relation to the State so they would understand instead of layers of bureaucracy with everybody kind a pointing fingers and stuff when something goes wrong."*

*"I would definitely spend \$50 a year to see some kind of enforcement like throw nets, just little things like that would make a big difference. It would be cool to see some kind of outdoor crafts fair. This experience it set me like the fishing tournament where maybe representative could now just the kids and even the adults about what is going on. Just give them a little piece of case that didn't have these things out to the public. Not just one closed doors."*

*"It seems like they'll be more access to resources meaning budget personnel, staffing in order to accomplish any of these."*

*"I was invited to an Expo for paying and what they do is when you go to that expo, like a Vegas night to generate some kind of money to reinforce things like that and I was thinking about the fishing license that they're talking about. I think that is a good idea too. Anything to make the public more aware I mean I really didn't know what this was about until I came here. I was given the opportunity to come here and I hope that maybe we can do something with it. We can reach out more people and educate them."*

*"More advertisements... on TV, newspapers...maybe like explaining more what they're about."*

*"Then I would recognize a couple fishing tournaments sponsored by WESPAC. One by inshore and one offshore and put together nice fishing tournaments and everybody throw some money in and win some money and at the same time the fishermen can be right there and bring all the big boys from WESPAC down there. The captain's meetings we can hand them with a nice big display, we can hand all kinds of stuff. These are the guys that come to the big tournaments that we throw you know. I've done some big ones with over a hundred boats out there and they can spread the word from there."*

*"I think like a mini workshop. Even if a make it fun workshop – I don't know how to make a traditional Hawaiian fishing and then they can throw WESPAC information on the side."*

*"I don't think the fishing license is good at all. I don't think all the fishermen would go for it. The reason would be because for example this year \$15, next*



*year would be \$20 and then the next year offshore it will be \$500. Not only that, how can you have a fishing license when you live on an island?"*

*"That was my reaction at first. Because I've lived in Alaska for 4 years and you can't even walk down the street with the fishing pole in your hand without having a fishing license – you would go straight to jail."*

*"I know Alaska, they actually do their enforcement."*

In 2010, participants were asked for suggestions on how the Council can advance the effectiveness of their education, how they can better meet the needs and provide fishers with educational information they would like.

Some suggested placing the Council information, printed materials and notification of meetings and other activities in various libraries. They can place their information and publications on the Internet so interested fishers can find them and download them.

Also, they can have news articles and notification of meetings in the newspapers. Some participants recommended that the Council provide information on certain topics or issues. There was mixed feelings about whether to refer the Council as WESPAC or as the Western Pacific Regional Fishery Management Council.





**APPENDICES:**

**Fishermen Focus Group Screener**

**Fishermen Focus Group Discussion Outline**



**Fishermen Focus Group Screener**



**Fishermen Focus Group Screener**  
**QMark Research**  
**March 2011**

Hello, My name is \_\_\_\_\_ from QMark Research, a professional survey company in Honolulu. May I please speak to \_\_\_\_\_? We are conducting research about fishing issues with Hawaii residents. I need to ask you a couple of questions to see if we still need participants in your category. We are not selling anything and are just interested in your opinions. We do research only.

- A. Do you or any member of your household work for...
- |  | <b>YES</b> | <b>NO</b> |
|--|------------|-----------|
| - an advertising or marketing agency   | ( )        | ( )       |
| - a market research firm or department | ( )        | ( )       |

**If yes to any, TERMINATE.**

- B. Do you work for...
- |  | <b>YES</b> | <b>NO</b> |
|--|------------|-----------|
| - an Federal, State or County government agency? | ( )        | ( )       |

If yes, ask: Which division/department do you work at? \_\_\_\_\_  
**If related to NOAA or Western Pacific Regional Fishery Management Council, TERMINATE**

1. Do you fish....
- |                                    |     |    |
|------------------------------------|-----|----|
| On a recreational basis?           | YES | NO |
| On a commercial basis?             | YES | NO |
| On a subsistence / cultural basis? | YES | NO |

**MUST ANSWER YES TO ONE ABOVE IN Q1.**

2. About how many days per year do you spend saltwater fishing? Give me your best estimate.

- |              |     |
|--------------|-----|
| 5 or fewer   | ( ) |
| 6 to 10      | ( ) |
| 10 to 20     | ( ) |
| 20 to 30     | ( ) |
| More than 30 | ( ) |

**RECRUIT A MIX**



3. On a typical saltwater fishing trip, do you usually do shoreline fishing, nearshore fishing (e.g., spearfishing, netting), go on a boat owned by you or a friend or family member; do you rent a boat or do you go on a fishing charter?

- Do shoreline fishing ( )
- Do nearshore fishing (e.g., spearfishing, netting) ( )
- Go on my friend/family boat ( )
- Go on my own a boat ( )
- Go on a charter boat ( )
- Mix ( )

**RECRUIT A MIX**

4. Were you born in Hawaii?

- Yes ( )
- No ( )

5. How many years have you lived in Hawaii?

- Less than 2 years ( )
- 2 but less than 5 years ( )
- 5 but less than 10 years ( )
- 10 or more years ( )

6. On what area of Oahu do you live? \_\_\_\_\_

**RECRUIT MIX** (e.g. Kaneohe, Waianae, North Shore, etc.)

7. What was your age on your last birthday? \_\_\_\_\_

- 0 -20 years old ( )
- 20-30 years old ( )
- 30-40 years old ( )
- 40-50 years old ( )
- 60-plus years old ( )

8. What is your main or primary ethnic identification?

- Caucasian ( )
- Chinese ( )
- Filipino ( )
- Hawaiian/part-Hawaiian ( )
- Japanese ( )
- Mixed ( )
- Other: \_\_\_\_\_ ( )
- Refused ( )



9. What is the highest level of education you have had the opportunity to complete?

- Less than high school ( )
- High School graduate ( )
- Some College ( )
- College graduate/Post ( )

I would like to invite you to participate in a focus group to discuss current fishery issues to be held at our offices in downtown Honolulu. We will give you \$85 in cash as a stipend for your participation, free parking and refreshments. There are no right or wrong answers, and we are not selling anything. We are just interested in your opinions. The whole process should take about 2 hours. We have an opening on March 16<sup>nd</sup> at 6 pm. Would you be able to attend? Great!

Oahu

3/16 6 pm: 10-12 commercial or recreational fishers

We're recruiting 14 for 10 to 12 to show.

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Work telephone \_\_\_\_\_ Home telephone \_\_\_\_\_

Email address: \_\_\_\_\_

Confirmation letter sent: \_\_\_\_\_ Reminder call made: \_\_\_\_\_



**Fishermen Focus Group Discussion Outline**



## **Fishermen Focus Groups**

**March 2011**

### **GREETING**

- Explain mechanics of group to include:
- No right or wrong answers
- Taping
- One-way mirror
- Observers
- Gratuity
- Written report – Confidentiality

### **INTRODUCTIONS**

***Would like to ask everyone to introduce him or herself – first name only is fine, what type of job do you have, what are your hobbies?***

### **FISHING BACKGROUND**

How long have you been fishing and what types of fishing do you do? (Pole and line, nets, spear, boat vs. shore, etc. If any say net or spear fishing, ask what kind specifically: lay net, throw net, bag net / surround net / free dive spear fishing or night diving or scuba fishing)

### **GENERAL ATTITUDES ABOUT FISHING**

How has fishing in Hawaii's oceans changed over the years? [REDIRECT TO FOCUS ON NEAR SHORE OCEAN IF THEY TALK TOO MUCH ABOUT DEEP OCEAN ISSUES SUCH AS LONG-LINING OR OTHER COMMERCIAL FISHING.]

What about abundance/amount of fish in Hawaii's waters? How has this changed?  
What about the types of fish?

What accounts for this change? [PROBE AS ITEMS ARE MENTIONED BY THE GROUP. Which problems concern you the most? Why? Which are least concern you? Why?

### **AWARENESS OF THE COUNCIL**

Have you heard of the Western Pacific Regional Fishery Management Council? What about WESPAC, have you heard of them? Who are they? What do they do? Have you ever been contacted by anyone at the Council or received any type of communication from them? What do you think is the role of the Council? What are their responsibilities? ?

Does the Council have a favorable reputation?



Were you aware that the Council has relationships with....

- National Oceanic and Atmospheric Administration (NOAA)?
- National Marine Fisheries Service?
- Pacific Island Regional Office?
- Pacific Island Fisheries Science Center?

[Probe to see if they understand these relationships. Also the relationship between the State of Hawaii and the Council.]

### **INVOLVEMENT WITH COUNCIL**

How many of you have been involved in Council activities such as:

- attending meetings? Why or why not? If attended, what did you think of those meetings? Did you enjoy the presentation and/or presenter? What did you like most and like least about the informational booths and/or workshops?
- providing comments on issues and decisions?
- reading the newsletter?
- regularly visiting the Council's website?

Do you think your friends or family members who also use the ocean have heard of or know about the Council? If yes, how involved are they with the Council's activities? What about your friends and family that do NOT use the ocean?

What can you all tell me about the Council's Fisheries Ecosystem Plans and policies? What about their education programs including the Hawaii Marine Fisheries and Resources High School Summer Courses, lunar calendars, posters and online resources?

Do you recall receiving any outreach materials from the Council? Have you received mailings or have heard, read, or viewed commercials advertising the Council's community meetings, Fishers Forums or Workshops?

If yes, what was the message of these communications? Do you think those materials were effective in raising awareness and understanding of the Council and its work? Why or why not?

The following four things are main roles for WESPAC... I'd like to read them to you and get your reaction... (HAND OUT SHEET)

1. To give people a voice in the decisions that are made regarding fishery management
2. To prevent overfishing and protect the ocean's ecosystem
3. To support the fishing industry, as well as the livelihood and culture of fishermen
4. To provide consultation and recommendations as required by law





Which of these is most important? Which do you think is most important to you, the local fisherman? Let's look at them one at a time....

(ASK FOR EACH OF THE FOUR ITEMS) How do you think WESPAC does this? Can you give me any examples?

Regardless of your current knowledge of their activities, how might they accomplish this? How do you think they could do it?

I'd like to read six statements to you that address how WESPAC tries to accomplish their role in fishery management and get your thoughts and reaction:

1. We understand that regulations can hamper catch. However, it is important to maintain sustainable fish populations to prevent far more drastic restrictions.
2. Two species are already depleted locally. But with your help and compliance, we can preserve sustainable levels of population.
3. We continuously fight to maintain reasonable catch limits for you.
4. We want to hear from you to make sure the individual issues you're facing are properly addressed in our management policies.
5. Our management policies are designed to sustainably regulate fishery populations.
6. One of our primary goals is to protect the fishing industry.

### **AWARENESS OF AHA MOKU**

Have you heard about the Aha Moku community consultation process? What is it? What do you think about it? What are the pros and cons of the process?

Do you understand the state and federal jurisdictions for fisheries management?

### **WESPAC PUBLICATIONS AND MATERIALS**

I'd like to pass out some materials, educational and outreach, that are produced and distributed by WESPAC; I'd like to get your reaction to them.

(PASS OUT SAMPLES OF THESE MATERIALS) Which of these, if any, have you seen previously? What is your reaction to them... anything in particular really look interesting? What appeals to you? (LISTEN TO FISHERMEN AND REACT AND PROBE MORE ON ANY COMMENTS).

### **COMMUNICATION PREFERENCES**

- How would you like to have the Council engage with you (e.g., newsletter, community meetings, etc.)?
- If you were to attend a meeting, what are the best days, times and locations?
- What is the best way to get the word out to you?



### **SUGGESTIONS FOR IMPROVEMENT OF COUNCIL**

Do you have any suggestions to offer the Council on how they can advance the effectiveness of their education and outreach efforts that will improve people's awareness and understanding of the Council, its process, policies and the issues regarding fishery management?

### **CONCLUSION**

Do you have any last thoughts or comments concerning fishing or the things we have talked about tonight?

Thank you for your participation this evening. (EXPLAIN DEPARTURE PROCEDURE)