

For-Hire Reporting Outreach

Gulf of Mexico Fishery Management Council



History of SEFHIER



Council Final Action	April 2017
Final Rule	January 2021
Phase 1: Electronic Reporting Implementation	January 5, 2021
Phase 2: Location Tracking Implementation	March 1, 2022
Court Ruling Set Aside	February 23, 2023

Outreach For SEFHIER



NOAA Funded Council Subproject: For-Hire Electronic Reporting Outreach Support
Cost: \$45,000

Project Timeline: 1.5 Years (July 2018 - December 2019)

Products:

- 8 Workshops
- 3 Videos
- 5 Mail-Outs

Workshops for SEFHIER



Dates: January - March 2019

Details: Staff presented the details of the program and took feedback from attendees

- 8 workshops held in the following locations:
 - Galveston, Texas
 - Kenner, Louisiana
 - Orange Beach, Alabama
 - Biloxi, Mississippi
 - Destin, Florida
 - Saint Petersburg, Florida
 - Fort Myers, Florida
 - Key West, Florida

Videos for SEFHIER



Staff hired a contractor to develop 3 outreach videos:

1. Introduction to SEFHIER
2. Electronic Reporting
3. Position Reporting

Mail-Outs for SEFHIER



Newsletter announcing roll-out	October 2019
Postcard advertising workshops	January 2019
Letter announcing delay in Phase 1 Implementation	March 2020
Postcard advertising Phase 2 Implementation	December 2021
Comprehensive Information Packet	December 2021

1. What did we do well?

2. What should we do better next time?

3. What's in a name?

Looking ahead...

