Michigan Sea Grant 2012 NSGO Review

Michael Liffmann

Sea Grant

MI SG Management

- Management staff
  - Director, Jim Diana, (0.5 FTE)
  - Associate Director, Bill Taylor, (0.1 FTE)
  - Assistant Director, Jennifer Read, (0.5 FTE)
  - Extension Leader, Chuck Pistis, (1.0 FTE)
  - Communication Dir/Education co-Lead, Elizabeth LaPorte, (1.0 FTE)

Medium program

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MI SG Management

Functional Area	# of individuals	# of FTEs supported by SG	# of FTEs supported by match/leverage
Mgt/Admin	6	1.2	2.58
Comm.	3	2.70	0.30
Ext.	13	6.12	5.25
Education	2	0.0	1.75
Research	15	3.08	2.30

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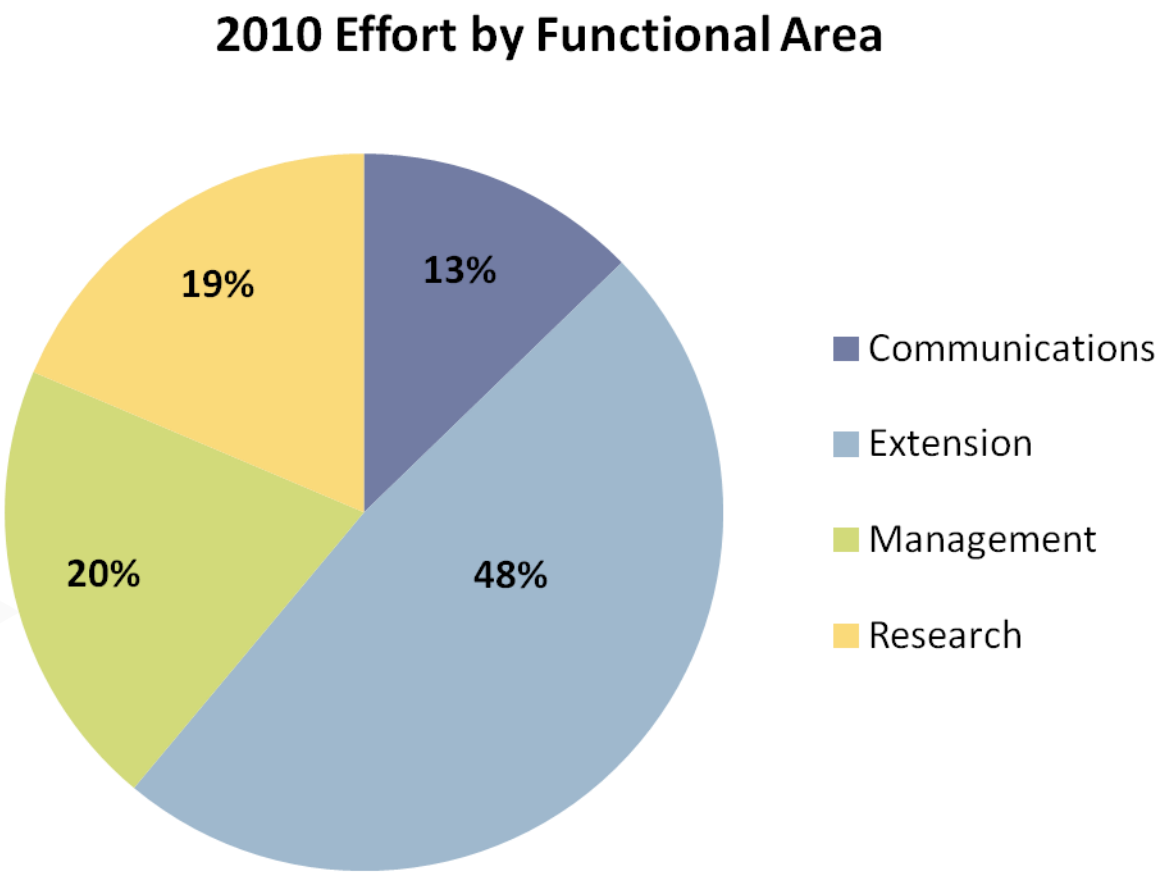
MI SG 2010
Core Budget+ Match/Functional Area



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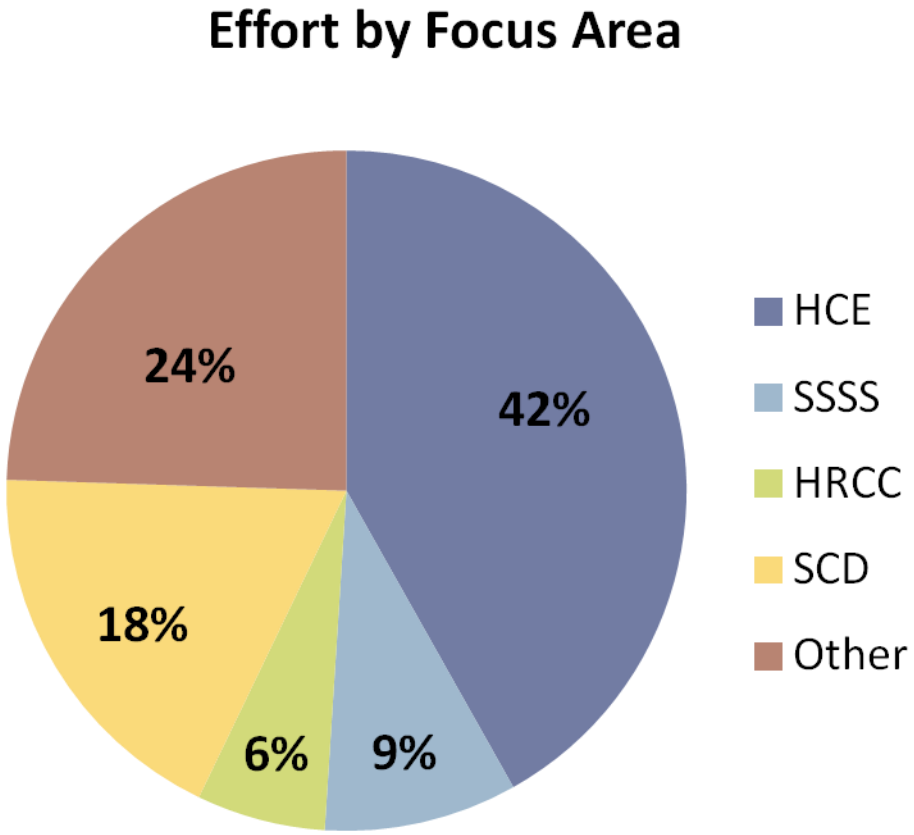
MI SG 2010 Budget/Focus Area (Fed+Match+Pass-Thru+Managed Leveraged)



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Significant MI SG Changes (since Jan. 2011)

- Hired GLRI – Green Marina grant project coordinator
  -- Grant funded, 3-year, position

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MI SG Program RFP Process

- Call for Integrated Assessment pre-proposals --end of year
- Pre-proposals due—mid-February; notification-early March
- Full proposals due—late April (2011=four)
- Three peer reviews—Spring
- Technical Review Panel meeting and recommendations-- August (three for funding)
- MI SG (with NSGO consent) selects proposals--September

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MI SG 2012-2013 Projects – Research Metrics

Core Proposals	# of Proposals	# of institutions	# from home institutions
Pre-proposals submitted	13	7	8
Full proposals submitted	4	3	2
Proposals Funded	3	2	2

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MI SG–Contribution to PM and Metrics

Focus Area	Metric/Performance Measure	Actual
HCE	Number of beach managers that participate in harmful algal bloom and beach forecasting workshops	41
SCD	Number of communities that participate in Sea Grant supported Integrated Assessments.	10
SSSS	Number businesses that participate in Sea Grant sponsored HACCP workshops and consultations.	80
HRCC	Percentage of all public beach areas on Lake Michigan that post signs about dangerous currents.	18
Other	Number of K-12 students participating in Great Lakes Education Program cruises.	4986

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MI SG IMPACTS

FOCUS AREAS: HRCC and SCD

Goal: Widespread understanding of the risks associated with living, working, and doing business along the nation's coasts

Sea Grant Develops Effective Strategy for Promoting Climate Adaptation in Great Lakes Region

- **RELEVANCE: Sea Grant evaluated the climate information needs of municipalities and coastal managers, and conducted a workshop to shape NOAA's research strategy about climate change in the Great Lakes.**
- **RESPONSE: MI SG worked with graduate students and NOAA partners to develop three training modules, create a series of factsheets about climate adaptation, and lead training sessions for Great Lakes Sea Grant staff and other outreach specialists.**
- **RESULTS: These collaborative projects have helped NOAA and the Great Lakes Sea Grant Network develop consistent messages about climate change and scientific uncertainty, framing climate issues in terms that are relevant and noncontroversial to constituents.**

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MI SG IMPACTS

FOCUS AREAS: SSSS

Sea Grant Project Helps State Agency Develop Innovative Public Health Solutions

- **RELEVANCE: A legacy of industrial pollution results in ongoing fish consumption advisories in the Detroit River. The problem involves public health, wildlife and environmental agencies at multiple levels of government in two countries, and historically no single agency took the lead.**
- **RESPONSE: In 2007, MI SG funded a research team to engage a wide range of stakeholders and prepare a comprehensive assessment of fish contaminants and human health risks for the Detroit River.**
- **RESULTS: MDCH collaborated with SG researchers to successfully secure additional grants totaling over $800,000 to overhaul the MI fish advisory and develop new, targeted outreach efforts. It was a new approach to tailor fish consumption information to specific audiences and water bodies.**

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MI SG IMPACTS

FOCUS AREAS: SSSS and SCD

Goal: A healthy domestic seafood industry that harvests, produces, processes, and markets seafood responsibly and efficiently

Sea Grant helps Whitefish Processors Turn Byproducts into Profits

- **RELEVANCE: In the GLs, commercial whitefish producers have struggled to stay in business and in 2009, one tribal fishing operation was fined for improperly disposing of their fish waste.**
- **RESPONSE: MI SG began working with producers and processors to develop new strategies for managing their waste. Organized a workshop on fish waste composting and repurposing unused parts of the fish and developed a protocol for handling and selling unused fish parts for kosher products. Also, helped establish a business relationship with an out-of-state seafood processing company.**
- **RESULTS: Beginning in fall of 2010, Michigan whitefish producers began selling fish frames, pin bone meat, and small fish for use in kosher products, as well as fish heads for lobster bait. The large seafood processing company covers transportation costs and pays $12,000 per truckload, allowing MI fishers to make a profit from waste they had previously been paying to store and landfill.**

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MI SG RESEARCH ACCOMPLISHMENT

Sea Grant Researchers Examine Public Attitudes about Wind Energy Development

- MI SG is supporting a research team to evaluate public concerns about wind energy in coastal regions. Although the public is generally supportive of wind power investments, local residents are often very opposed to wind farms in their area. State and local leaders want help understanding the basis of public resistance to wind energy, creating productive dialogues, and deciding whether or not to support wind development proposals.

- The IA project team conducted a random survey of residents to better describe public attitudes. Also, facilitated 16 focus groups in three regions to promote discussion and evaluate strategies for engaging the public. Survey results indicated that attitudes toward wind farm development are shaped by expected economic benefits to the community. The focus groups engaged public leaders, as well as 60 residents and provided information about developing wind farms and potential impacts.
- A Ph.D. student evaluated the effect of these public informational events and found that they changed the substance and quality of participants' attitudes. Attitudes toward wind farm development became more positive, and confidence in those attitudes grew stronger in comparison with a control group. Project partners are developing educational materials for state and local decision makers.

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MI SG RESEARCH ACCOMPLISHMENT

Sea Grant Assessment Brings Stakeholders Together to Improve River Management

- A diverse group of river and lake stakeholders are guiding an IA project and examining more holistic approaches to managing an interconnected river and lake system.
- The upper section of the Clinton River Watershed contains 21 dams, which form artificial lakes that are each managed independently. Efforts to maintain stable lake levels lead to abrupt, unnatural changes in the river downstream and periods of extremely low flows. This degrades fish and wildlife habitat and reduces the value of the river for towns, businesses and outdoor enthusiasts.
- Researchers formed a 22-member advisory board with participation from river recreational groups, homeowner associations, the water commissioner, town planners and fishery managers. The board meets quarterly and discussions have strengthened communication among these disparate groups. Based on suggestions from the advisory board, the project team conducted a survey about resident attitudes and knowledge related to water level management, and held three public meetings that involved 160 residents. This information is helping the advisory board understand the human dimensions of the issue and develop targeted educational efforts, such as an interactive Google Earth tool about the watershed. In addition, the research team is developing a hydrological model of the river system to evaluate a series of water management options.

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Sources

- Planning, Implementation, and Evaluation Resources (PIER) https://pier.seagrant.noaa.gov
- Personal Communication with MI Program
- Website
- Omnibus 2012-2014 proposal
- Site Review report, Briefing Book and response

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