

Science, Service, Stewardship



MRIP Project Update: Massachusetts Recreational Bluefin Tuna Landings Pilot

HMS AP Meeting
September 20, 2011

**NOAA
FISHERIES
SERVICE**



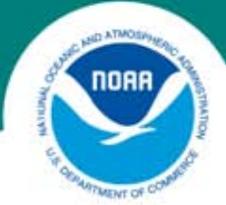
Project Team

Mike Sosik, Steve James, Gary Cannell,
Molly Lutcavage, Scott Baker
Karen Holmes, Greg Skomal, Mike Armstrong,
Margo Schulze-Haugen, Brad McHale, Ron Salz



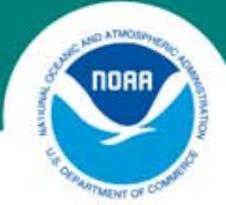
Preferred Design Elements

- Physical tag
 - Visual reminder, peer pressure, enforceability, dockside validation
 - Must be on fish prior to landing
- Tag activated through reporting
 - Permit holder receives confirmation as proof
- Quick and easy reporting (minimum data required)
- Multiple reporting options
 - E.g., web/mobile web sites, smart phone app, text messaging, phone



Design Questions: *Tag distribution*

- When? before or after fishing trip
- How? Bait and tackle shops, mailed by NOAA Fisheries, MA DMF, other locations
- How many? Should we limit number given at one time? If yes, how many?
- Accounting
 - Do we need to know who got which tags and account for unused tags?



Design Questions: *Reporting Options*

- What proportion of HMS permit holders use:
 - Cell phones ?
 - Text messaging?
 - Internet ?
 - Smart phones ?
- Cell phone coverage or internet access at dock?
- Can electronic confirmation serve as legal evidence of reporting ?



Project Timeline

- August 31 – Project Kick-off Meeting
- Fall 2011 through Early Spring 2012
 - Get input from anglers, captains, industry
 - Develop data collection design and validation component
- Late Spring 2012
 - Outreach message to advertise program
 - Implement pilot data collection May – November 2012
- Winter 2012
 - Evaluation
 - Project report with recommendations