

Annual Report of the CRFL License Sales and Data Support Project

Project No:

Project Title: Coastal Recreational Fishing License Sales and Data Support

Grant Duration: Start Date: January 1, 2007 End Date:

Period Covered by This Report:

Start Date: January 1, 2010 End Date: June 30, 2010

Project Costs:

Proposed CRFL: \$494,581 Grantee: Total: \$494,581

This Period CRFL: \$ Grantee: Total: \$

Study/Job Title: CRFL Sales and Data Support (L&S, ASO and IT)

Study/Job Objectives: To improve the Division of Marine Fisheries (DMF) license sales and customer service capability, including improving internal and external license sales, enhancements, maintenance, supervision, etc. for an estimated 450% increase in fishing license sales transactions at Division license sales offices.

These funds will also be used to provide support for license data access and analyses of recreational angler catch and participation in fulfillment of the development of fisheries management plans as stipulated in the Fisheries Reform Act of 1997.

All CRFL sales data obtained by the NCDMF and sales data downloaded from the NC Wildlife ALVIN system will be accessed, edited and used by the supported positions to perform analysis of species catch and economic impacts to support the NC Fisheries Reform Act of 1997 requirement of producing fisheries management plans. These data also allow the NCDMF to perform detailed and accurate analyses of recreational catch and effort as mandated by the federal Magnuson-Stevens Fisheries Act and to coordinate with federal agencies on other federal initiatives such as the national database of recreational anglers, as required by Magnuson-Stevens Act and the Marine Recreational Information Program.

Activity This Period: Funds from this project are divided between the License and Statistics, the Information Technology and the Administrative Services sections within the Division.

ASO

Funds were used to support an Administrative Officer III who assists in managing all aspects of the Division of Marine Fisheries' CRFL projects, including receiving project proposals, coordinating and participating in project reviews, planning, documenting projects, contract management, review of work, (technical, program, financial) and reporting.

License and Statistics

License and Statistics funds were used to support the existing positions of Processing Unit Supervisor V and Processing Assistant IV, in Morehead City and Columbia respectively. These positions were essential to successful license sales and improving customer support. These positions were previously funded from commercial license receipts. During this project, 1,203 CRFL's were sold at DMF license offices with 735 sold at the two license offices staffed by CRFL funded positions. In addition, there were 507 CRFL for hire licenses sold at DMF license offices.

License and Statistics funds were also used to support the existing position of Biologist II. The biologist is one of three Division employees to have access to the CRFL database (ALVIN) to run queries and conduct analyses. This position queried the license database more than sixty times to provide data for 24-30 CRFL license data requests from division staff, media, researchers and the public.

The biologist has also been instrumental in providing the National Marine Fisheries Service (NMFS) CRFL license sampling frames for a pilot survey project that utilizes license-based sampling. This initiative is a precursor to the National Angler Registry whereby North Carolina will be providing CRFL license data to the NMFS to conduct angler surveys. During this reporting period, three license frames have been transmitted to NMFS staff for pilot project sampling. This position also transmitted three license frames of for-hire blanket CRFL licenses to the NMFS. The CRFL has provided NCDMF with the necessary information to request an exemption to the National Angler Registry.

Information regarding flounder gigging, castnet use, shellfish and blue crab harvest activities are collected at the time of CRFL sale for use with surveys to estimate catch and effort from these fisheries/activities. The biologist guided development of a new flounder gigging survey during the reporting period. The Approximately 1,300 CRFL holders were contacted regarding their flounder gigging activities, of which, 44% responded.

The biologist developed a web-based reporting tool to aid to serve as an alternative platform for gather catch and effort statistics from CRFL holders. The web-tool consists of components to inform the fishing public of current recreational statistics programs as well as collect survey information from CRFL

holders using web-based forms. Two surveys reporting forms (flounder gigging survey and ocean fishing pier census) were included with the initial development of the web-tool. The flounder gigging online reporting form is currently being used as an alternative reporting method for the flounder gigging survey and use of the ocean pier Blanket-CRFL census online reporting will begin in January 2011.

Information Technology

The Business and Technology Applications Analyst position as funded by this project was vacant during this period. Throughout this period the position was advertised and candidates interviewed. One qualified candidate was offered the position, but did not accept. The position was re-advertised in July.

The existing FIN Application and Development Team personnel supported the following projects during this time period:

- Support of product mail renewal features for Blanket For Hire CRFL and Blanket Pier CRFL
- Support for License sales for Blanket For Hire CRFL and Blanket Pier CRFL
- Support of CRFL Exemption Permit in FIN
- Support of the 10 Ten CRFL License in FIN
- Support for CRFL Sales Summary Reports
- Support of ALVIN web search capability in FIN
- Support of ALVIN web search capability on Marine Patrol Officer PDA's for use in the field
- Support for data extraction by data analysis personnel.

Deviations:

See Information Technology section above in reference to position not filled.