

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, 2007 End Date: June 30, 2008

Project Costs:

Proposed CRFL: \$485,979 Grantee: Total: \$485,979

This Period CRFL: \$166,002 Grantee: Total: \$166,002

(Separately, for each study/job proposed, describe each of the following)

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

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.

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Funds were used to hire 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 of 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, approximately 6,000 CRFL's were sold at DMF license offices with 4,100 sold at the two license offices staffed by CRFL funded positions. In addition, there were 1,300 CRFL for hire licenses sold at DMF license offices.

License and Statistics funds were also used to support the existing position of Statistician I. The Statistician 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 60-90 CRFL license data requests from division staff, media, researchers and the public.

The Statistician has also been instrumental in providing the National Marine Fisheries Service (NMFS) CRFL license test frames. 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. To date, three test license frames have been transmitted to NMFS staff and one test dataset successfully transmitted to the National Angler Registry workgroup.

The Statistician has also assessed the percentage of phone numbers obtained at the time of sale and analyzed returns from the online survey for adequacy of sample size for further surveying.

Results of the analyses conducted by the Statistician were presented at various Marine Fisheries Commission and advisory committee meetings.

Information Technology

The Business Technology Application Specialist position as funded by this project was not filled during this period. It is currently being reclassified and advertised.

Deviations:

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