

A New Partnership with Fish Rules Mobile App

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The South Atlantic Fishery Management Council (South Atlantic Council) has recently partnered with Fish Rules, a free mobile application from web developers, Fish Rules LLC, that hosts saltwater fishing regulations in state and federal waters from Maine through Texas. With the growing number of saltwater anglers in the United States, Fish Rules hopes to expand the reach of the mobile application to all coasts of the United States.



Scan for Android:



Scan for iPhone



Benefits of a mobile application:

Unlike a webpage, a mobile application will store information on a mobile phone even while out of cell range. When fishermen go offshore, it is crucial for them to have access to current regulations in both state and federal waters. Rather than printing out updated documents before every trip, fishermen have been able to access federal regulations in the South Atlantic via a free mobile application.

History of mobile application fishing regulations in the South Atlantic:

The Council launched the mobile application, SA Fishing Regulations, in 2013 to provide recreational and commercial fishing regulations for federal waters of the South Atlantic (NC through Key West, FL). Regulations for federally managed species, Highly Migratory Species and some state managed species were provided. Over the course of 4 years, the SA Fishing Regulations mobile application was being used by over 30,000 anglers. However, due to the

rapid growth in mobile phone operating systems, SA Fishing Regulations was due for an upgrade and users were beginning to experience challenges with the app's compatibility with newer operating systems.

After reviewing a series of proposals including upgrading the old application, building an entirely new one, and partnering with an already available app, the South Atlantic Council pursued a partnership with Fish Rules. Fish Rules is a popular mobile application with a well-established relationship with GARFO (GARFO officially promotes the application and has worked with the developers in their pursuit of grant funding). Since Fish Rules hosts recreational **state and federal** regulations from **Maine through Texas**, fishermen now have a **"one stop shop"** for staying up to date.

Partnership terms with Fish Rules and SAFMC:

The South Atlantic Council has entered into a 5-year contract with Fish Rules. The contract covers initial start-up costs, maintenance of the app, training for Council staff, and potential future upgrades and updates. For the five year contract, the South Atlantic Council will have invested \$26,000. As part of the contract, and per the request of South Atlantic Council staff, Council staff are responsible for updating federal regulations for the South Atlantic region on Fish Rules.

Needed Expansion of Fish Rules:

Fish Rules does not currently host commercial regulations. The South Atlantic Council is working with the Fish Rules app developers to come up with solutions for this. The South Atlantic Council wants to make sure that commercial fishermen also have access to regulations via a mobile application and will be reviewing a proposal for a commercial specific application with the Fish Rules developers in late February. The development of a commercial regulations mobile app may not be financially feasible for one single agency and the South Atlantic Council welcomes any other entities that might be interested in partnering.

CCC QUESTION: WOULD THE CCC SUPPORT REQUESTING NMFS PROVIDE FUNDS TO EXPAND FISH RULES TO INCLUDE COMMERCIAL REGULATIONS AND TO COVER OTHER COUNCIL AREAS?

The Future:

Like all of the Councils, the South Atlantic Council is continually trying to adapt to technological advancements and the exciting opportunities they can afford for better communication and outreach. Stakeholders ought to have access to regulations in a way that is both cost effective to them and easy to use. Mobile applications certainly facilitate these crucial elements. The South Atlantic Council hopes to see Fish Rules continue to expand throughout the United States, serving as a provider of regulatory information from coast to coast. Such a future would be beneficial to stakeholders and managers alike.



Fish Rules App

Easy

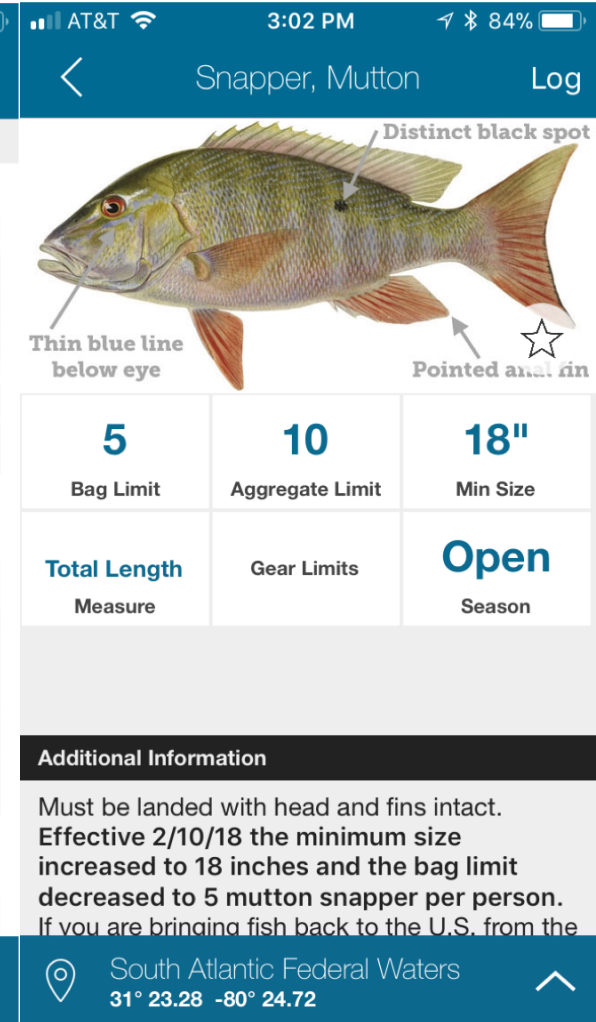
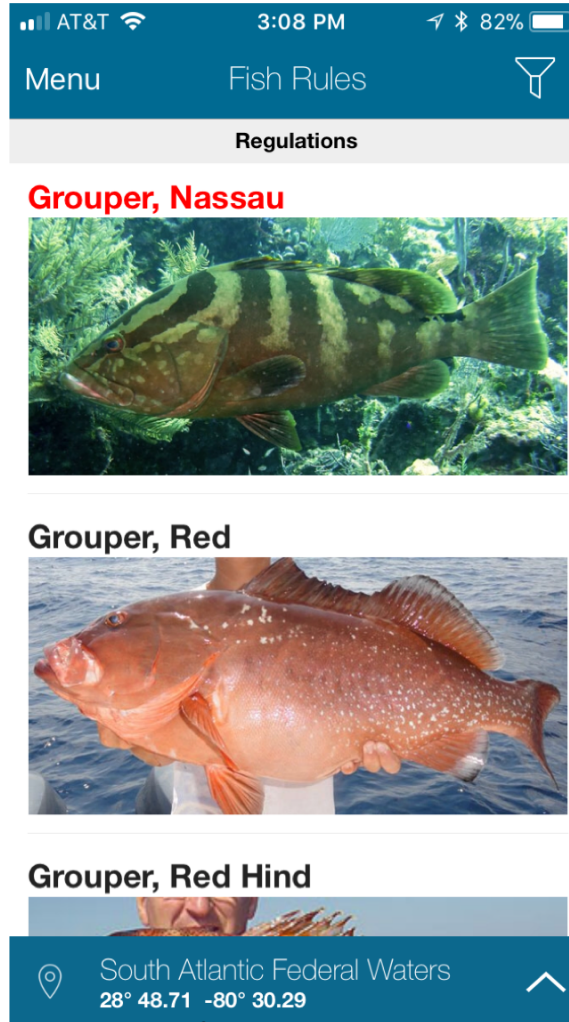
- Phone's GPS used to show relevant regulations (eg, State vs Federal)
- Uses calendar to show if a species is open/closed today.
- Quick and easy to understand
- Photos & clues to help ID species

Up to date

- Regulations are continuously updated.

No signal required

- It works even when you don't have a signal.

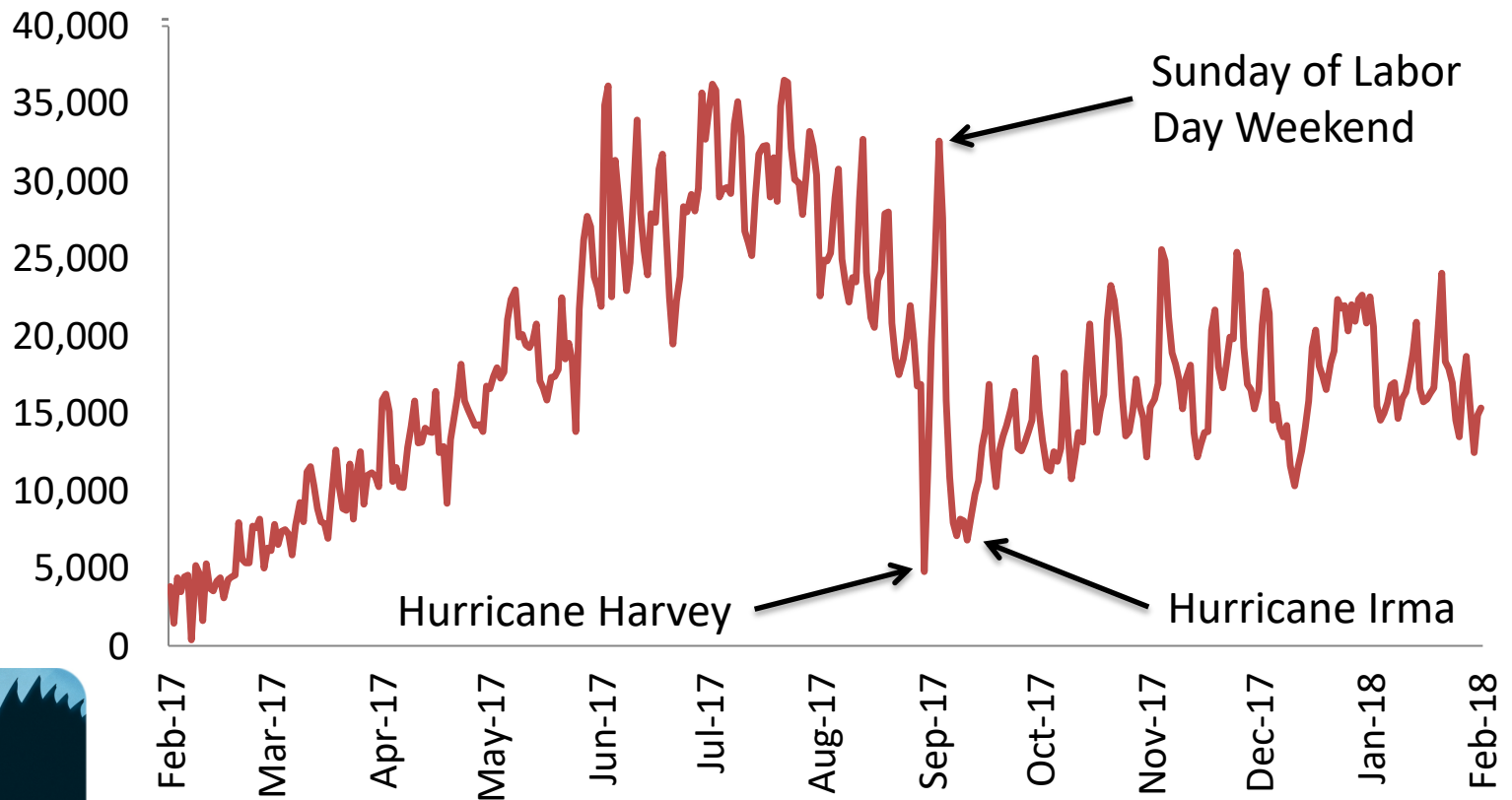


6,466,693 Total Regulations Viewed

Period of Record: 2/1/17 – 1/31/18

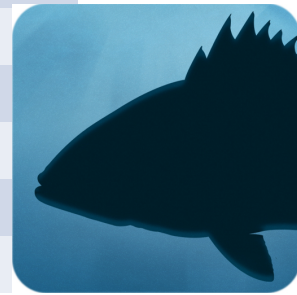
Fish Rules App

Daily Regulations Viewed



Top 20 Regulatory Regions Viewed

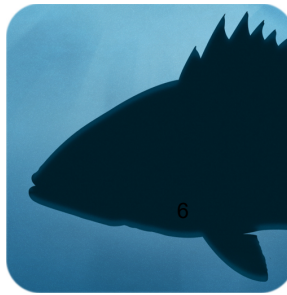
Rank	Regulatory Region	# of Views	% of Views
1	FL Atlantic State Waters	2,422,490	36%
2	FL Gulf State Waters	1,750,002	26%
3	USA Atlantic	534,534	8%
4	NC State Waters	469,969	7%
5	FL SE Region	180,776	3%
6	FL SW Region	142,437	2%
7	South Atlantic Federal Waters	128,463	2%
8	SC State Waters	126,468	2%
9	Texas State Waters	109,802	2%
10	Alabama State Waters	107,600	2%
11	FL Monroe County	102,129	2%
12	Gulf of Mexico Federal Waters	95,074	1%
13	Louisiana State Waters	66,970	1%
14	FL NW Region	65,896	1%
15	New York State Waters	46,022	1%
16	Mississippi State Waters	38,672	1%
17	Georgia State Waters	38,064	1%
18	Virginia State Waters	35,477	1%
19	Bahamian Waters	35,370	1%
20	New Jersey State Waters	31,628	0%



Most Common SAFMC Species Viewed

Rank	Species	Views (% of Total)
1	Snapper, Mutton	3%
2	Grouper, Black	3%
3	Snapper, Red	3%
4	Amberjack, Greater	3%
5	Grouper, Gag	3%
6	Grouper, Red	2%
7	Dolphin	2%
8	Grouper, Snowy	2%
9	Snapper, Gray	2%
10	Cobia	2%
11	Snapper, Vermilion	2%
12	Snapper, Yellowtail	2%
13	Triggerfish, Gray	2%
14	Hogfish	2%
15	Snapper, Lane	2%
16	Sea Bass, Black	1%
17	Amberjack, Lesser	1%
18	Wahoo	1%
19	Barracuda, Great	1%
20	Grouper, Scamp	1%
	Total	39%

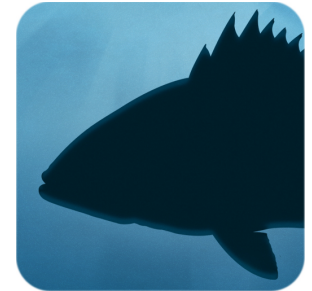
Species	Regulation Views (% of Total)
Top 10 Species	23%
11-20 Species	16%
21-30 Species	13%
31-40 Species	11%
41-50 Species	10%
51-60 Species	9%
61-70 Species	8%
71-80 Species	7%
81-90 Species	4%
Total	100%



Weekly Variability in SAFMC Regulations Viewed

SAFMC Regulations & Overview
April 2018

- Snapper Mutton (1)
- Snapper Red (3)
- Amberjack Greater (4)
- Grouper Gag(5)
- Dolphin (7)
- Cobia (10)



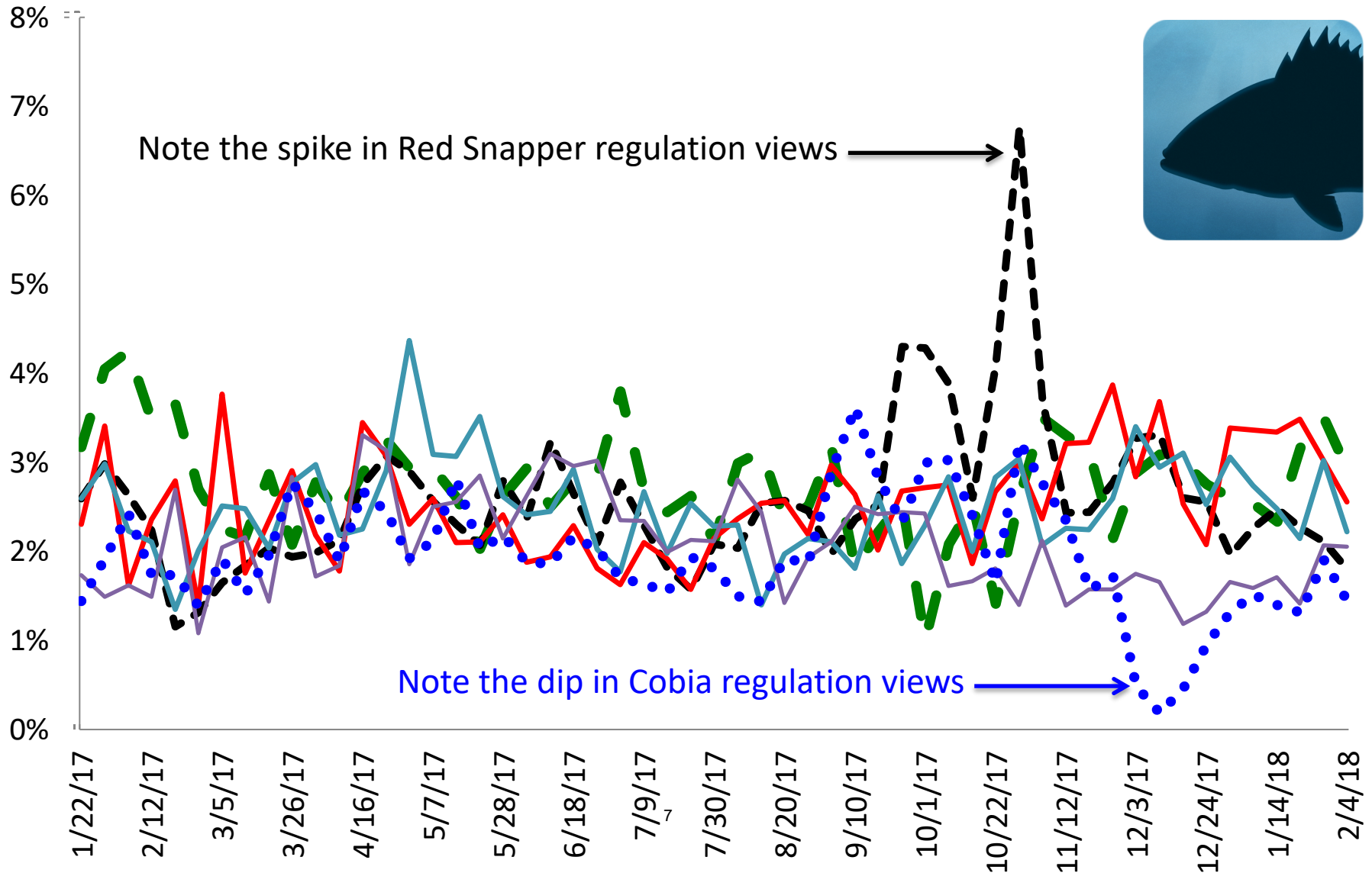
Note the spike in Red Snapper regulation views



Note the dip in Cobia regulation views

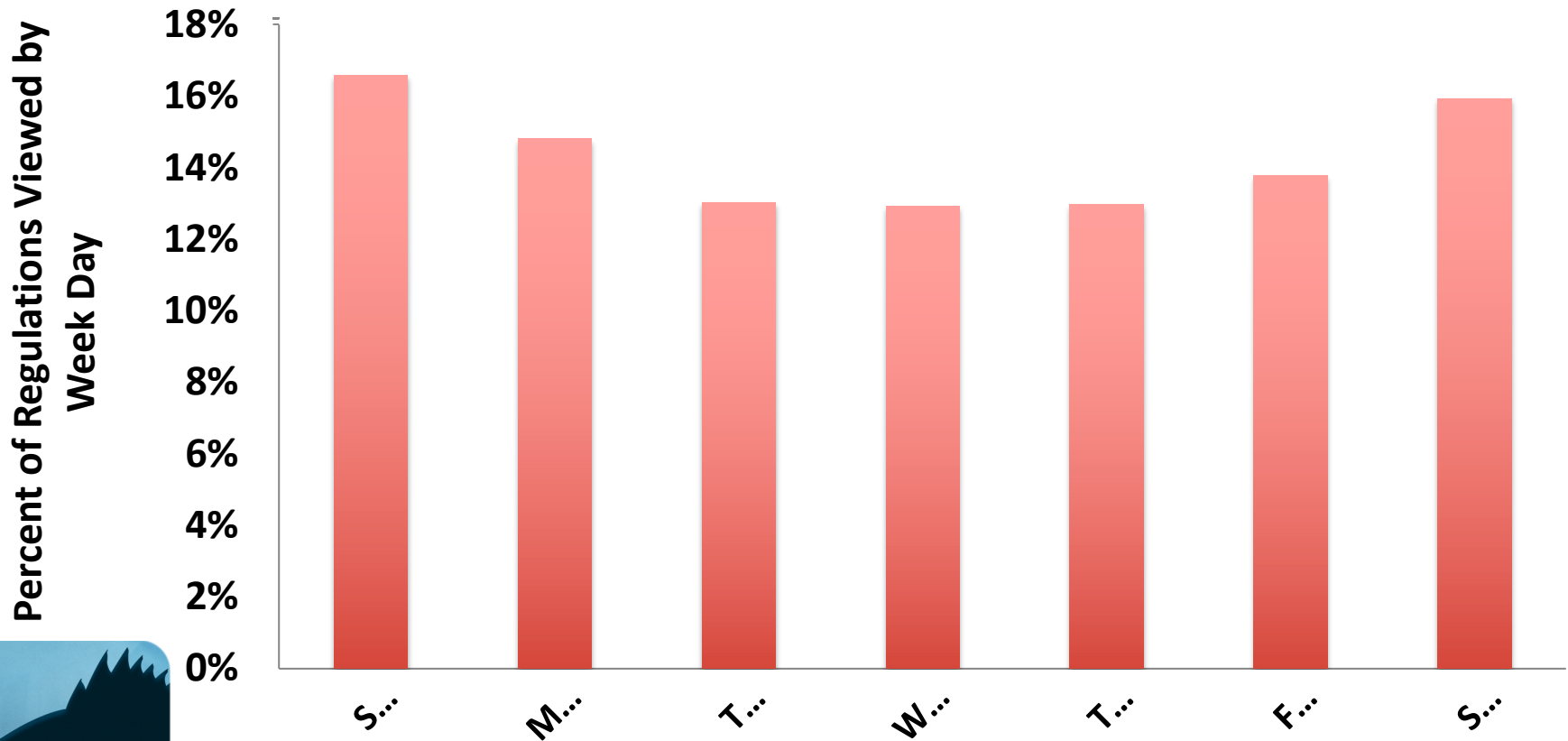


Percent of Weekly SAFMC Regulations Viewed



When Do Fish Rules App Users Check Regulations?

Fish Rules App Usage By Weekday




Fish Rules App Functionality

1. Tap Aggregate Limit to see a list of all species included in the aggregate, and the bag limit for each species.
2. Tap Gear Limits to see relevant regulations
3. Clickable links take the user directly to information of interest.



AT&T 3:03 PM B1 Fish Rules App & Overview April 2018

< Grouper, Black Log



1 1 3 24" 2

Bag Limit	Aggregate Limit	Min Size
Total Length Measure	Gear Limits	Closed Season

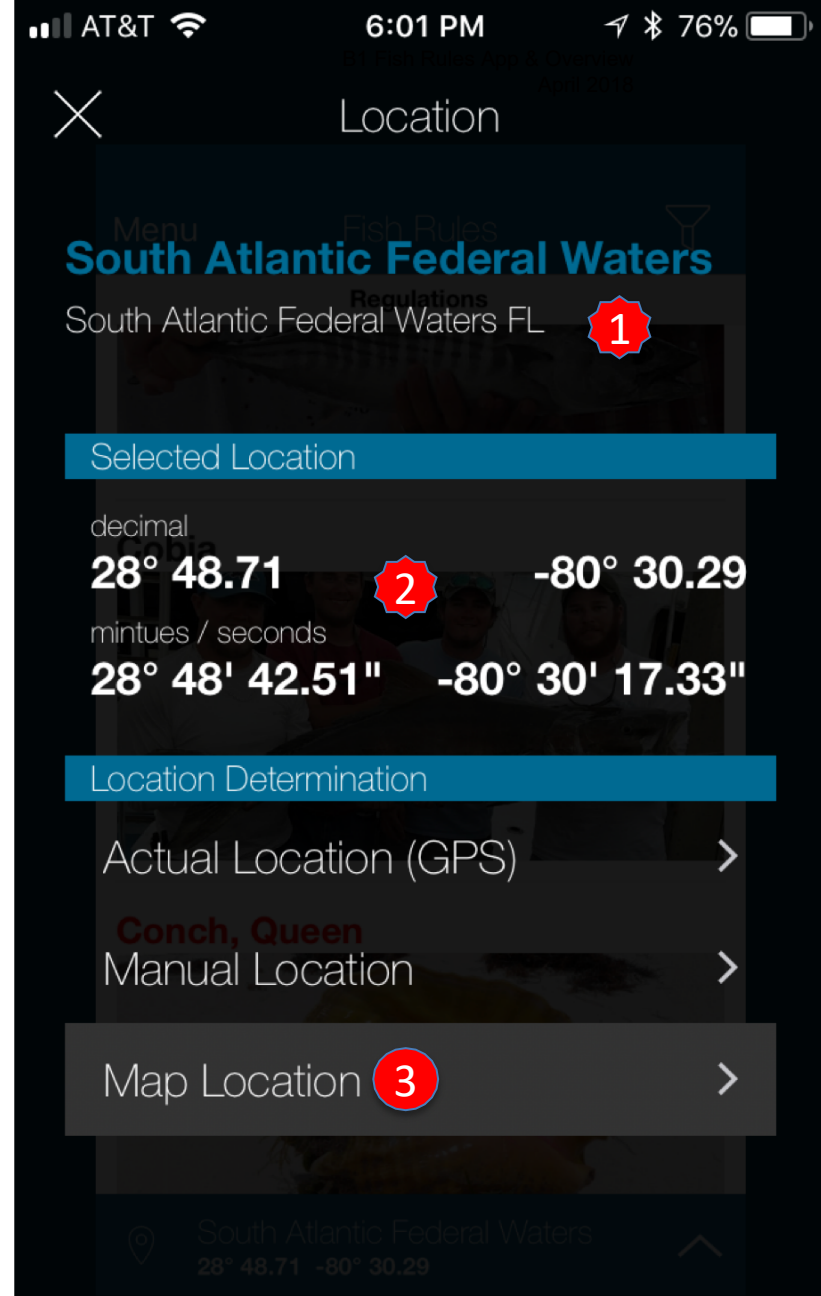
Additional Information

No more than 1 Black or Gag Grouper. Must be landed with head and fins intact. If you are bringing fish back to the U.S. from the Bahamas by water, please see [Bringing fish back from the Bahamas](#).

South Atlantic Federal Waters 33° 54.73 -77° 8.97

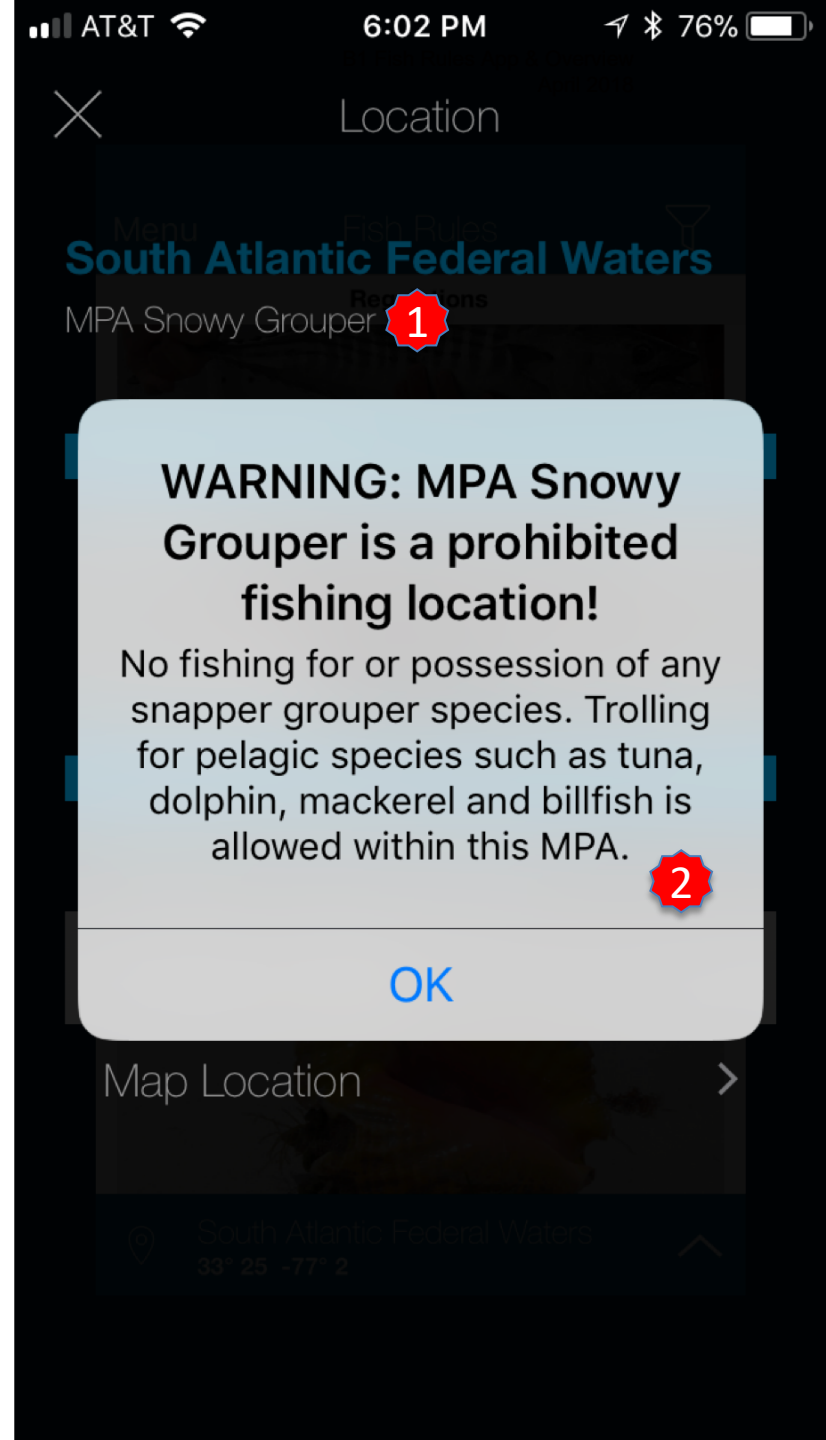
Fish Rules App Functionality

1. The Location Page tells you what regulatory regions apply. The app sorts regulations based on these regions.
2. The Location Page tells you where you are.
3. And, you can manually set your location. If you manually set your location, we recommend using Map Location.



Fish Rules App Functionality

1. If you check Fish Rules App while stopped inside a MPA, Fish Rules App will display a warning that informs you of the relevant regs.
2. If you manually set your location to a point within a MPA, Fish Rules App will alert you that the location is within a MPA.





Fish Rules App

How can we improve?

- What features do you like most?
- What features need improving?
- What features are missing?

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