

Tab A, No. 8



**FISH RULES**  
COMMERCIAL APP

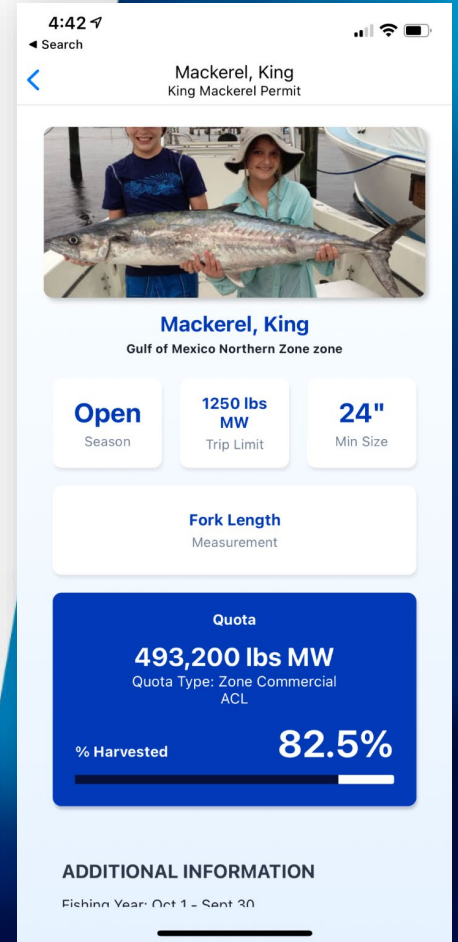
# Why Fish Rules for Commercial Anglers?

Sustainable fisheries are dependent upon sound and effectively implemented regulations.

- structure is tailored to the needs of commercial anglers
  - Near real-time quota monitoring
  - Plain language permit conditions
- Near real-time regulation updates

Fish Rules proven success and expertise in communicating recreational regulations is carried over to the commercial app. Here are some stats from the recreational app:

- 565,000 users
- 5,000,000 regulation views on the app overall (Jan-Jun 2021)
- Top 4 Species Regulation Views (Jan-Jun 2021):
  - Gag Grouper: 114k
  - Greater Amberjack: 107k
  - Red Drum: 104k
  - Black Grouper: 98k
  - Red Snapper 91k



# The Team and Process

## GMFMC

- Emily Muehlstein
- Carly Somerset

## SAFMC

- Cameron Rhodes

## Fish Rules

- Albrej Arrington
- Rick Blalock

## Development Dates

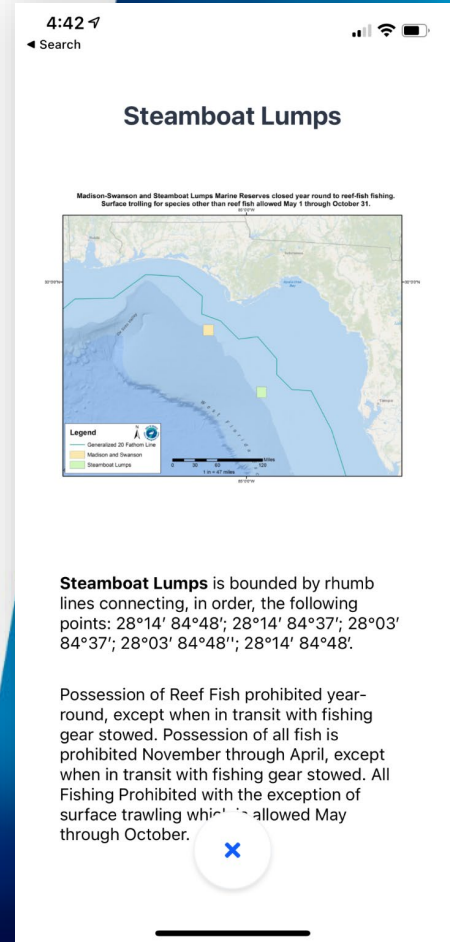
- Contracted: December 20 19
- Work initiated: Summer 2020
- Beta Tested May 2021
- Launch: May 2021

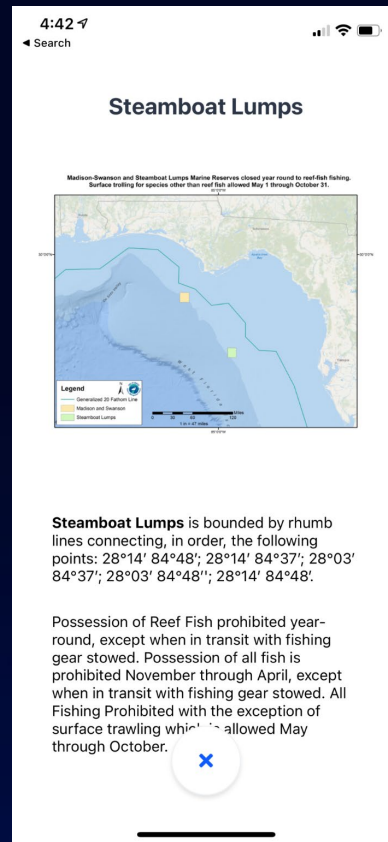
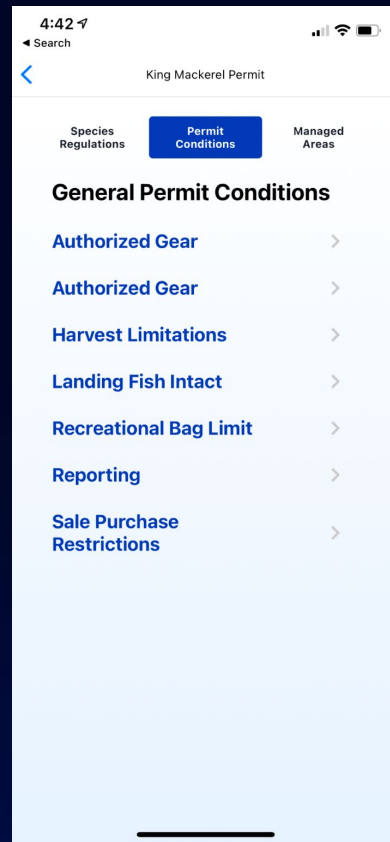
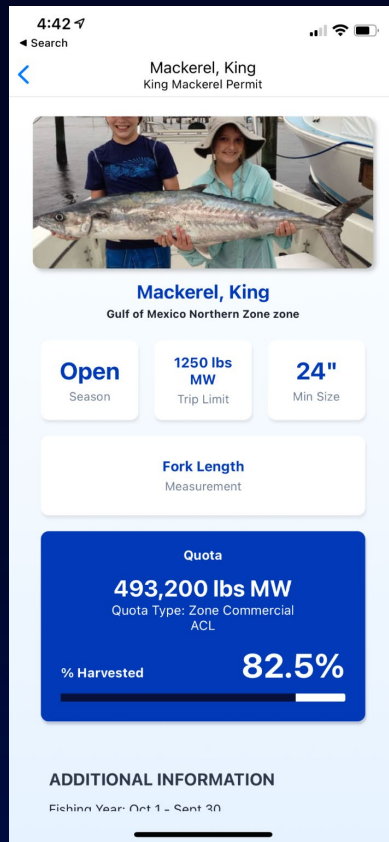
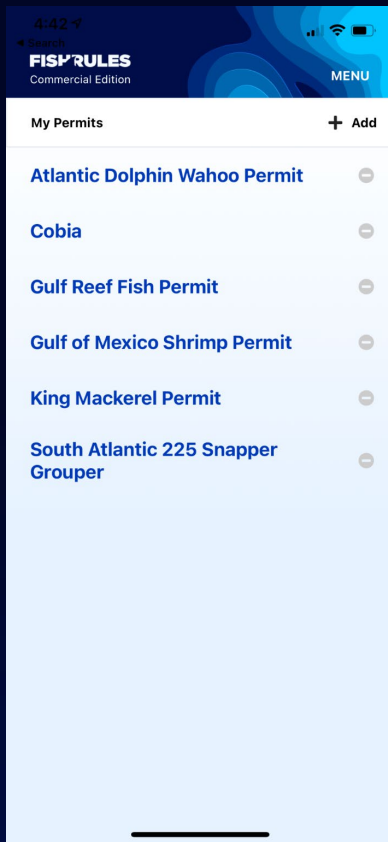
## Scope of Work

- Fish Rules and Council staff collaborated to design, develop, and populate a mobile app that shares comprehensive commercial fishing regulations for species managed by Gulf and South Atlantic Fishery Management Councils.

# What does it do?

- Structured based on permit
  - Species specific regulations displayed:
    - Seasons
    - Trip Limits
    - Size Limits
    - Quota progress
  - Permit Conditions
    - Reporting requirements, observer coverage, gear restrictions, etc.
  - Managed Areas
- Can be used offline





**FISPRULES**

# How is it managed?

1. Regulation revision/creation
2. Regulation submission
3. Regulations pushed out to Fish Rules mobile app, and other consumers using Fish Rule's API

## Benefits

- Central management of regulations
- Approval / revision process for regulations
- Distribution tool to update anglers on regulations

The screenshot displays the Fish Rules web application interface. The top navigation bar includes a 'SWITCH TO RECREATIONAL REGULATIONS' button and a plus sign. The main header is 'Commercial Regulations' with a placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut venenatis ex dolor, nec posuere lorem mattis eget. Praesent sed elit pharetra, ultrices elit ut, ultricies lorem.' Below the header, it shows 'Showing 1 to 10 of 174 commercial regulations' and a search bar with the text 'Keywords'.

ID	PERMIT	SPECIES	ZONE	PUBLISHED	EFFECTIVE	ACTIONS
194	King Mackerel Permit	Cobia	Florida East Coast	<input checked="" type="checkbox"/>	5/30/2021	
193	King Mackerel Permit	Cobia	Gulf of Mexico	<input checked="" type="checkbox"/>	5/30/2021	

The detailed view for Regulation #190 is shown below. It includes sections for Regulation Info, Permit & Zone, Regulation, Species, Size Limits, Regulatory Notes, and Quota Harvesting.

**Regulation Info**

**Permit & Zone**

Permit	Zone
Gulf Reef Fish Permit	Gulf of Mexico

**Regulation**

Species	Fishing Year
Snapper, Yellowtail	Aug 1 - Jul 31

**Size Limits**

Total Length  
Total length means the straight line distance from the most forward point of the head with the mouth closed, to the farthest tip of the tail with the tail compressed or squeezed, while the fish is lying on its side.

Min Size	Max Size
12	

**Regulatory Notes**

Aneastern Gulf reef fish bottom longline endorsement is required to use bottom longline for Gulf reef fish in the federal waters east of 85°30' longitude.

**Quota Harvesting**

Quota Type
Stock ACL
Stock Annual Catch Limit

**Metadata**

User	Published
Albrey Arrington	05/11/2021
Effective	Created
05/11/2021	04/13/2021
Last Updated	
06/08/2021	

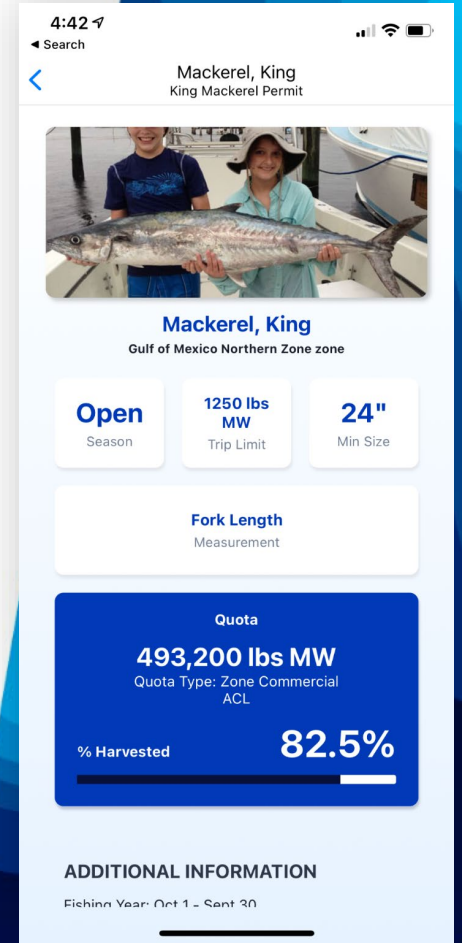
**Revisions**

Regulation #190	05/11/2021	In Effect	Published
Regulation #188	04/11/2021	Expired	

The right side of the screenshot shows a vertical list of dates, each with a green circular button: 5/26/2021, 5/26/2021, 5/11/2021, 5/11/2021, 5/11/2021, 4/8/2021, 4/8/2021, 4/8/2021.

# Stats since launch, mid-May 2021

- 21k screen views
- 422 active users
- Average engagement time: 3 minutes



# The Future

- More use by commercial anglers, LEO, etc...
- More state and federal participation
- Dynamic Quota Management and updates
- Improved map function (dynamic, location based)
- Real time communication channels with anglers

### Quota Harvesting

Quota Type  
Stock ACL

Stock Annual Catch Limit

Quota Limit	Amount Harvested
901125 Whole Weight (lbs WW)	23.50%

Quota Closure	J.T.Q Coupons	J.F.Q
<input type="radio"/> None	<input checked="" type="radio"/> Non-Transferrable	<input checked="" type="radio"/> None