



MyFishCount

And So Do Yours

*Make your catch count
In fisheries management*

BeBe Dalton Harrison,
South Atlantic Fishery Management Council



MFC Quick Review

- MFC was introduced and tested with anglers in the South Atlantic in 2017
- After pilot testing during red snapper mini-season, MFC expanded to year round
- Upon continued review, MFC expanded to fully cover the South Atlantic states (FL, GA, NC, and SC) instead of just coastal counties to increase the chance for app users to make logging a “habit”
- App user input led to improvements



Hello MFC Appuser

You do not have any trips running.
Click the "Start a new Trip" button to
get started.

[Start a new Trip](#)

Outreach



Red Snapper Report



Website update



Facebook page



Instagram page



MyFishCount
Message
monthly update
with incentives



Training /videos
on YouTube



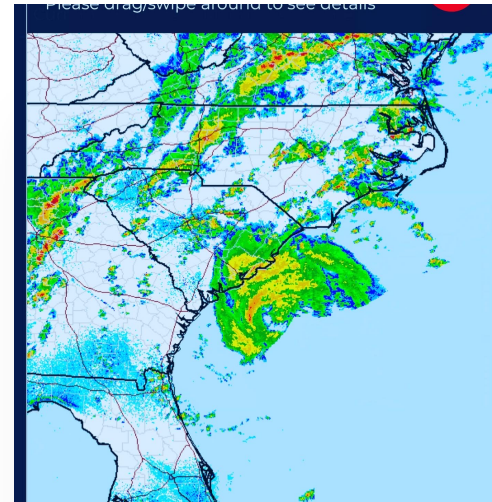
Work with
states' R3 and
other fishing
initiatives



Work with
industry partners



Outreach Events
(Pre Pandemic)



79°F
TEMPERATURE
Winds

Tropical Storm Conditions Expected

Alerts
You have (7) alert(s). Tap to see details.

> Tropical Cyclone Statement
Moderate

> Storm Surge Warning

Outreach Specifics

- MFC Team shared specific posts showcasing app improvements
- New partners joined the MFC Monthly Motivation including a major contributor, Huk Performance Gear
- Instagram following increased over 350% (Facebook following also increased)
- App users received the annual update following Red Snapper mini-season

2020 Survey

- The 2020 survey questions overlap with the 2018 survey conducted by a researcher from UNC Chapel Hill
- The 2020 survey focused on additional factors:
 - What drives an angler to download and/or report
 - What drives anglers to consistently report





Comparison of 2018 and 2020 Surveys

- Types of questions asked by both surveys
 - Fishing habits regarding snapper grouper species in the South Atlantic
 - Attitudes, perceptions, and opinions influencing electronic reporting behavior
 - Participant demographics
- 2018 Survey was distributed to SAFMC email list
- 2020 Survey targeted MFC users who not only downloaded the app but created a profile
- 2018 Survey – 122 respondents
- 2020 Survey – 260 respondents

Participant Information

- Respondents in both surveys reported they are more likely to report if they believe others in their angling community are reporting
- Notably, the 2020 survey found that participants felt their participation could help fisheries management, but thought other fishermen might doubt the effectiveness of electronic reporting



State	2018	2020
FL	55%	51%
GA	9%	8%
NC	20%	18%
SC	16%	23%

MyFishCount Transition Timeline



Next Steps...

- Transition the project to the Angler Action Foundation
- Meanwhile continue to collect data, provide QA/QC checks, and upload to ACCSP

Council will continue to...

- Encourage methods to improve available data for recreationally caught species
- Recruit more anglers to download the app and log catches consistently
- Encourage anglers to share the app on their own social media for buy in from peers





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