



NOAA
FISHERIES

PROJECT UPDATE

Electronic Technologies and Fisheries Data Collection

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South Atlantic Fishery Management Council



Application of New Technologies

Big Picture Goal:

Ensure NOAA Fisheries science is providing trusted fisheries information to meet the varied needs of our partners and diverse stakeholders.

Project Goal:

Evaluate emerging technologies for use in fishery-dependent data collections.

NOAA Fisheries Technology Initiative

Taking action to encourage the evaluation and use of the latest monitoring and reporting technologies.

- White papers http://www.nmfs.noaa.gov/sfa/reg_svcs/Councils/ccc_2013/K_NMFS_EM_WhitePapers.pdf
- Policy directive <http://www.nmfs.noaa.gov/op/pds/documents/30/30-133.pdf>
- Draft best practice guidance
http://www.nmfs.noaa.gov/op/snippets/em_er_discussion_draft_august_2013.pdf
- Coordination of regional efforts

Key Output:

Regional Electronic Technology Implementation Plans

to identify, evaluate, and implement appropriate technologies.



Regional Implementation Plans

Identify challenges and opportunities

- Technical and scientific
- Budget
- Process and regulatory

Evaluate tradeoffs

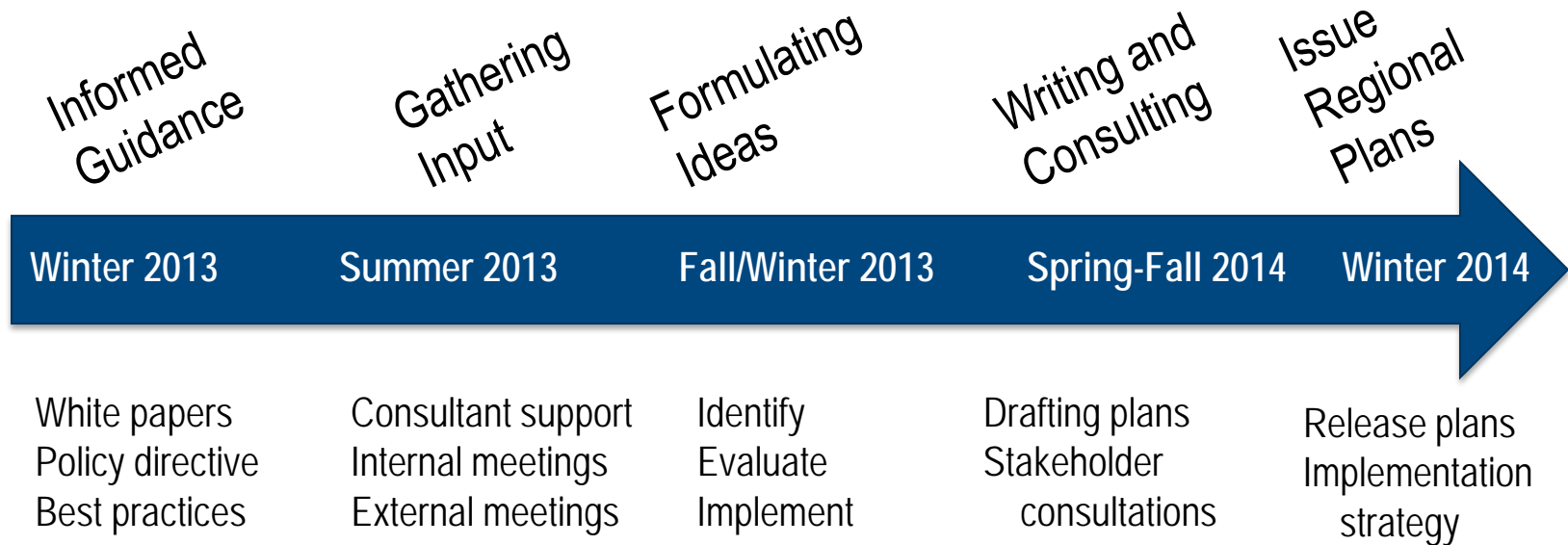
- Suitable fisheries
- Appropriate technologies

Implement

- Where appropriate
- When



Milestones and Timeline





My Role

Assist regions in development of **Electronic Technology Implementation Plans** by:

- Gathering input from regional staff, data partners, and stakeholders.
- Sharing information among regions and stakeholders.
- Identifying regional and overarching national issues and possible solutions.
- Connecting with existing data collection efforts.

What I'm Hearing

Overall: Strong interest in adopting new technologies.

- Industry thinks Agency is going too slow.
- Agency thinks industry is going too fast.

Electronic Reporting: Low-hanging fruit.

Electronic Monitoring: Moving closer in *some* fisheries.
But...challenges going from pilot project to full implementation

Connection to Seafood Traceability / Sustainability Interests



Issues Raised

- Implementation and maintenance costs
- Industry acceptance
- Confidentiality of data
- Law enforcement uses
- Availability of technology for:
 - Compliance monitoring
 - Catch accounting



Cross Regional Issues #1

- Moving from pilot project to full implementation
- Cost comparison for different options
 - Electronic Monitoring – Observer Coverage
 - Different technology options
- Technology advancements needed in:
 - Data storage and transfer
 - Image recognition
- Recreational fisheries



Cross Regional Issues #2

- Law enforcement
- Confidentiality
- IT infrastructure
 - Data storage
 - Information security
 - Connecting monitoring and reporting
- Managing expectations

Next Steps

- Complete first round of meetings
- Meetings with stakeholders
- Cross-regional Issues
- Work with Regional Offices on draft Regional Electronic Technology Implementation Plans
- National Electronic Monitoring Workshop
 - January 8-9, 2014 in Seattle, WA



Key Takeaways

1. Process for evaluating new data collection technologies.
2. Developing Regional Implementation Plans.
3. Building on foundation of stakeholder input.



Can You Help By...

1. Advising on how to best engage with stakeholders
2. Identifying key stakeholder contacts and engagement opportunities.
3. Sharing observations, concerns, and ideas.

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