

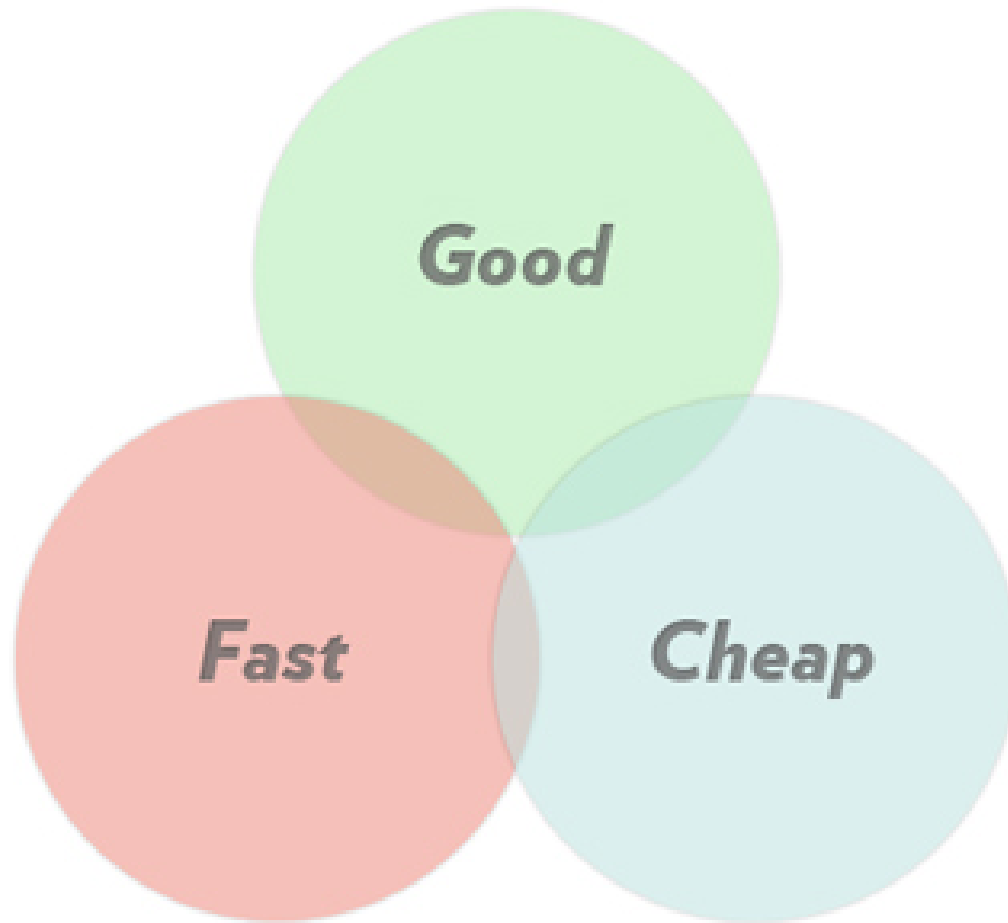
Good, Fast or Cheap:
Pick 2

Commercial Fisheries
Information Network (CFIN)
Electronic Reporting Programs
Pacific States Marine Fisheries Commission
Emerging Technology Workshop

November 18, 2015

Dave Colpo





Corollary – Sometimes you only get 1

Lessons learned

- Electronic Logbooks
Zombie project
- Electronic Monitoring
Borrowed system
- Electronic Fish tickets
Home grown & Mature



NOAA FISHERIES

NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION



E-logbooks – Do we really want them?



Required Trawl logbook (Retained catch)

1 Vessel Name _____ Departure: Date _____ Time _____ Port _____
 Federal Document No _____ Return: Date _____ Time _____ Port _____
 Crew Size (including Captain) _____ Observed trip (check if yes) Buyer(s) _____
 EFP trip (check if yes)

DATE mo/day	TIME Local 24-hour clock	LATITUDE		LONGITUDE		Average depth of catch (feet/meters)	NET TYPE	Target Strategy	Estimated pounds retained each tow – enter 3 or 4-letter code from species code list																
		Degrees	Minutes	Degrees	Minutes																				
	set		.		.																				
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REMARKS:

Signed: _____

TO BE COMPLETED BY AGENCY

VESSEL	FISH RECEIVING TICKET NO.
PORT	



Managers

Office of Law
Enforcement

Problems with current paper logs

- Paper logs take 1 -16 months to get entered
 - In EM we get logs into a database in 2 biz days
 - Can be done quicker – but low priority for States
- Paper logs have problems w/location data
- 2 kinds of people in the world:
 - Those that have to use them
 - Those that like them
 - E-logs are seen as a panacea
 - ‘But is it electronic?’

Lessons E-logs

- Make sure you know the problem, not the solution.
- Make sure you don't build a solution that's looking for a problem.
 - Just because it can be done doesn't mean it should be done.
- Data entry costs a lot less than IT staff

Electronic Monitoring – Shiny Object



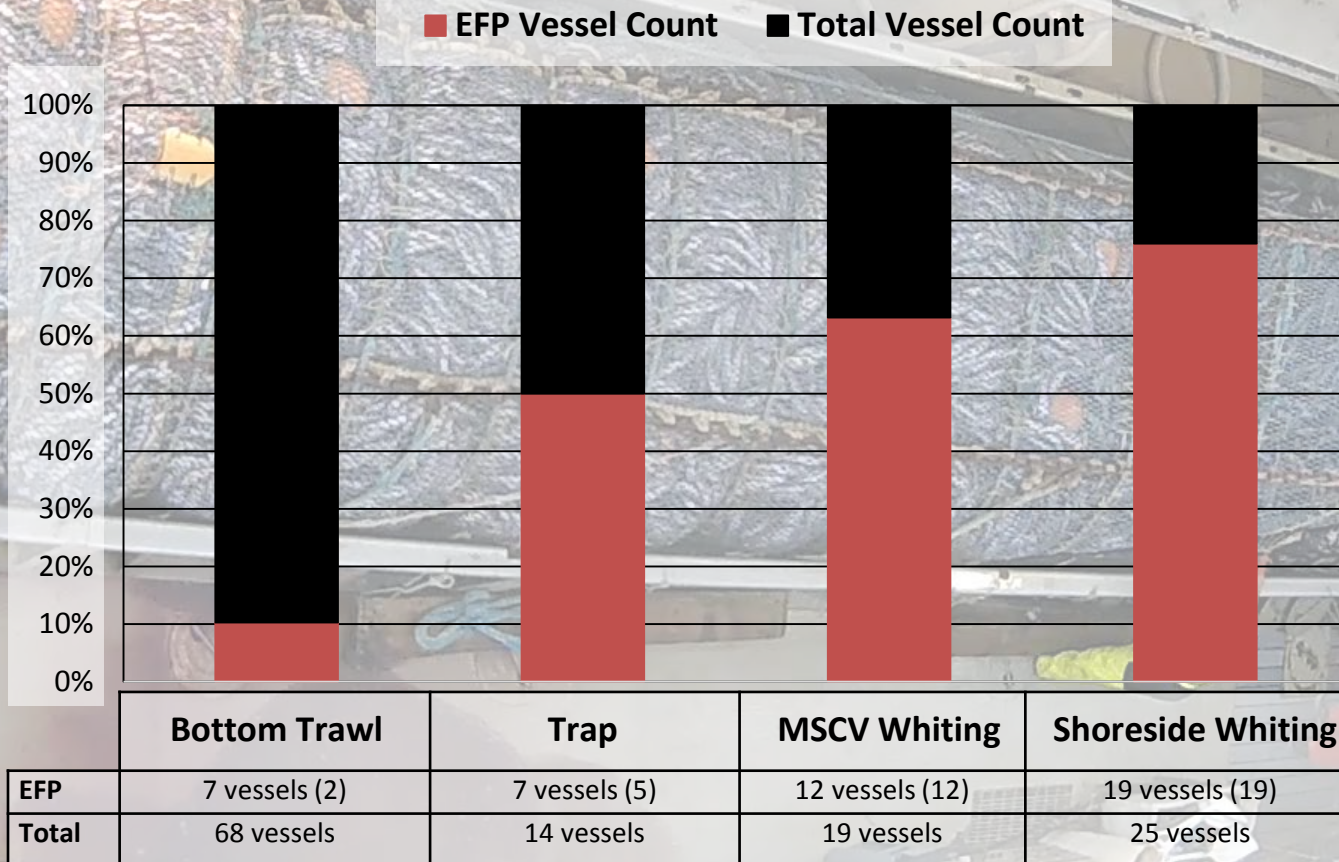
Pre-Electronic Monitoring Background

- Individual Fishing Quotas in 2011
- 100% monitoring at-sea
- Exempted Fishing Permits in 2015 & 2016
- Existing technology

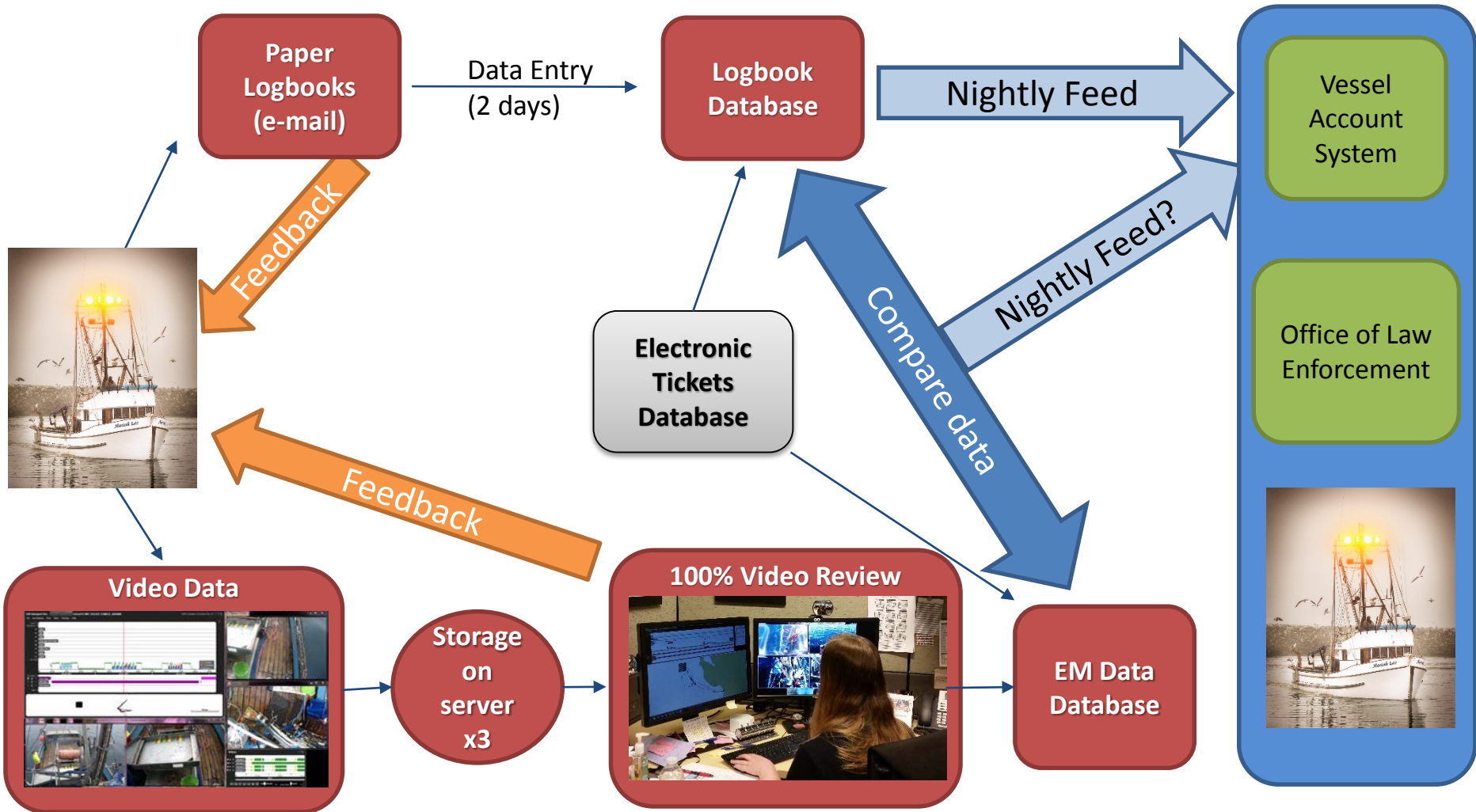


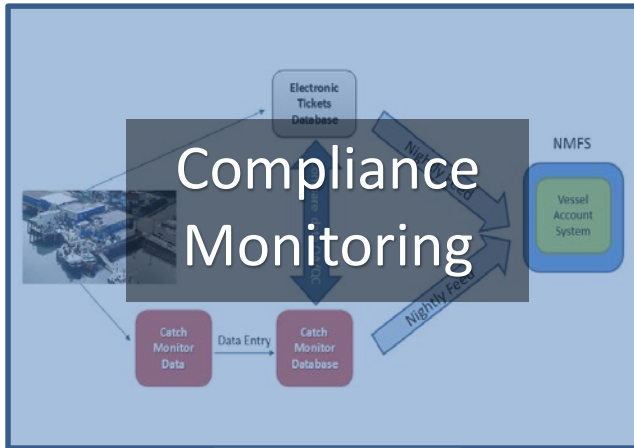
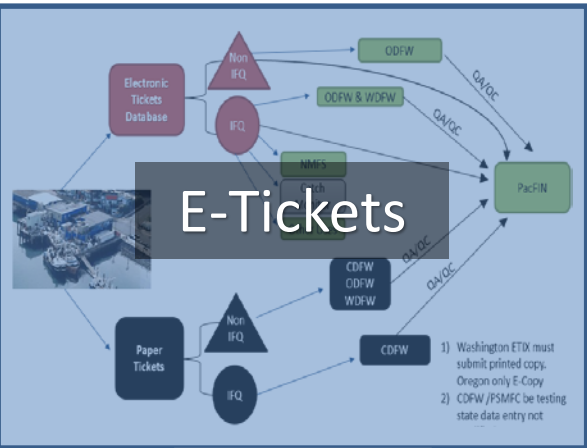
West Coast Exempted Fishing Permit (EFP)

**Vessel Proportion Comparison:
Total per Fishery vs. EFP Participants per Fishery**




Electronic Monitoring Data flow



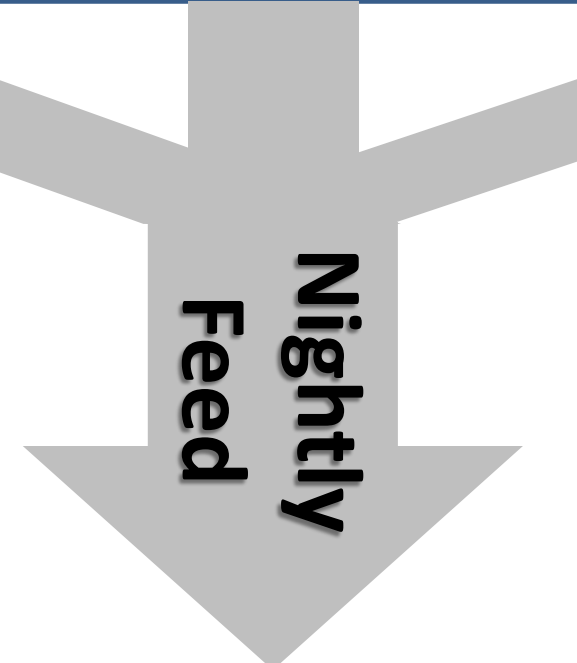
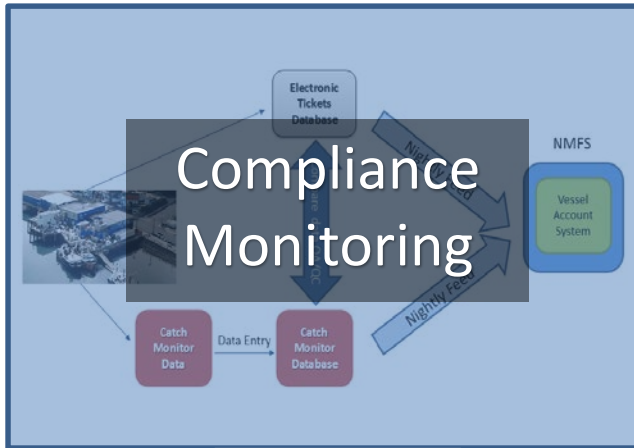
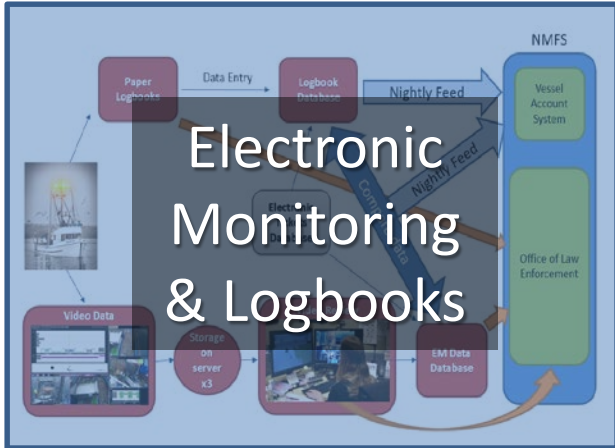
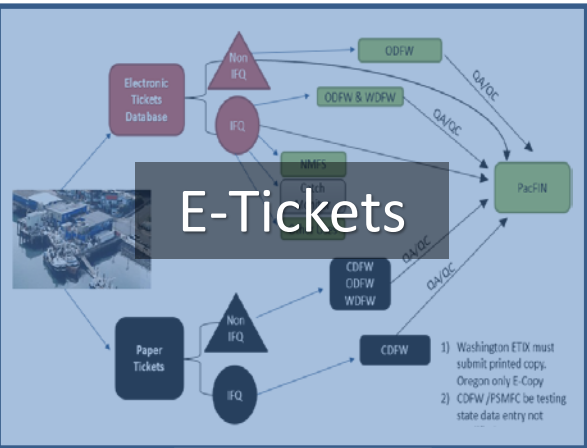


Nightly Feed


Vessel Account System



NOAA PACIFIC COAST GROUND FISH
INDIVIDUAL FISHING QUOTA
NATIONAL MARINE FISHERIES SERVICE

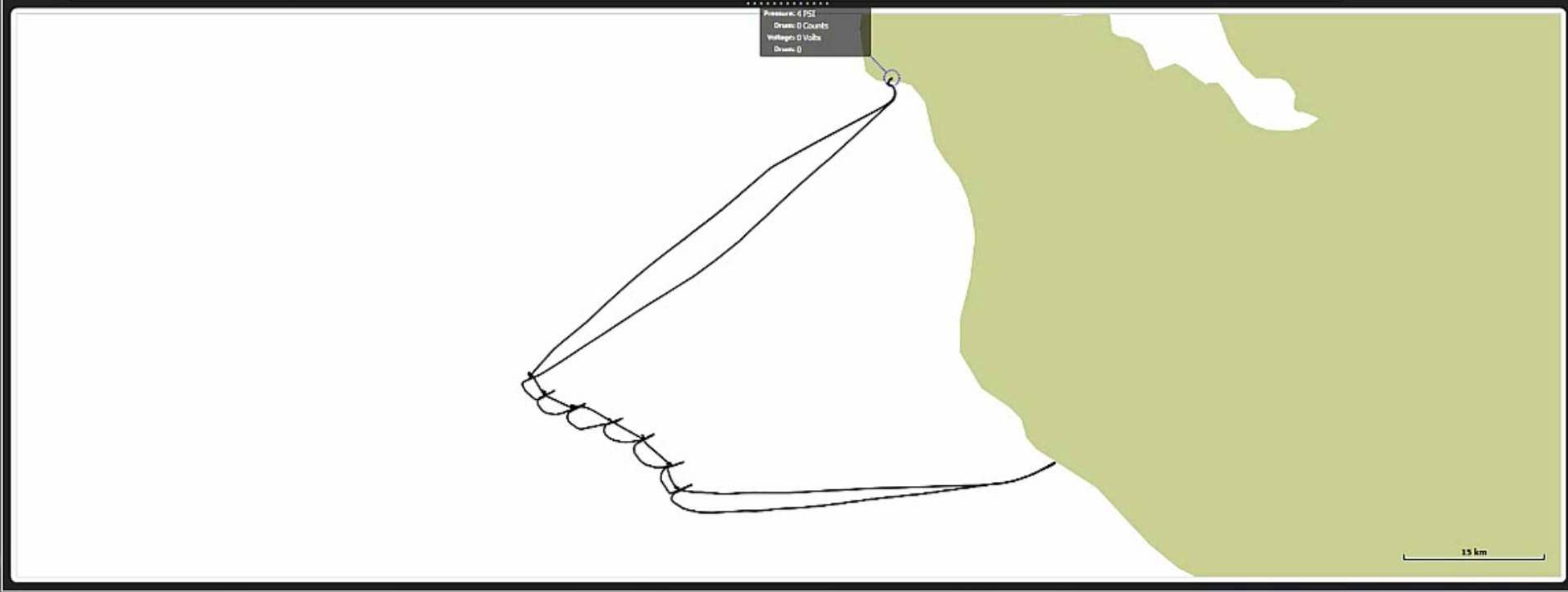
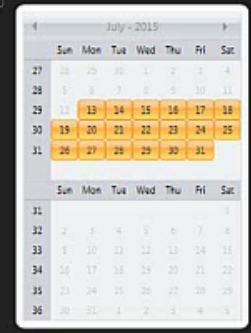
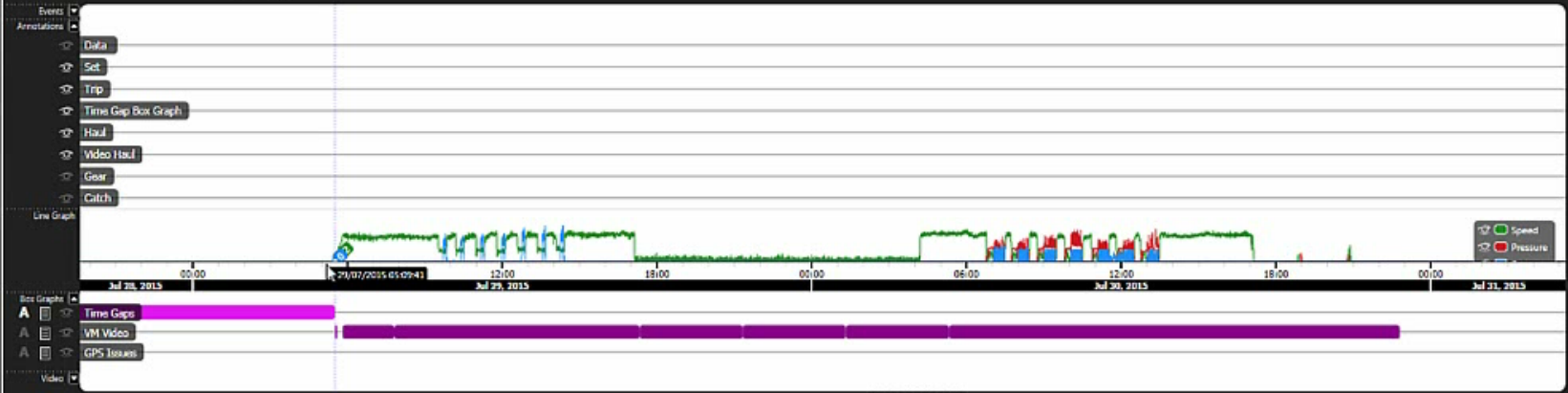


Vessel Account System



NOAA PACIFIC COAST GROUND FISH
INDIVIDUAL FISHING QUOTA
NATIONAL MARINE FISHERIES SERVICE

File Annotations View Video Settings Help



Camera 2 (H264) - FPS drawn=63.53

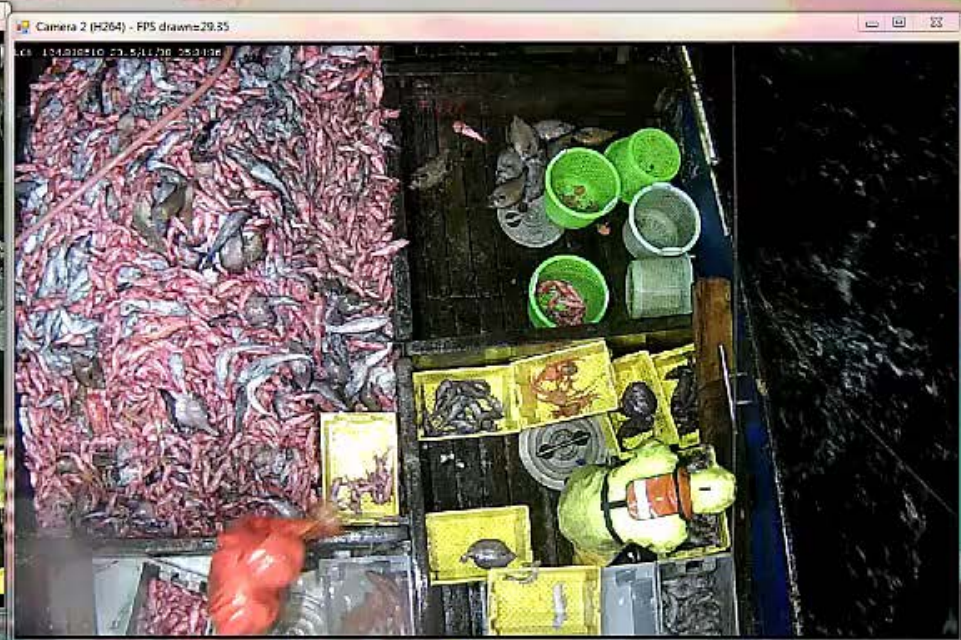


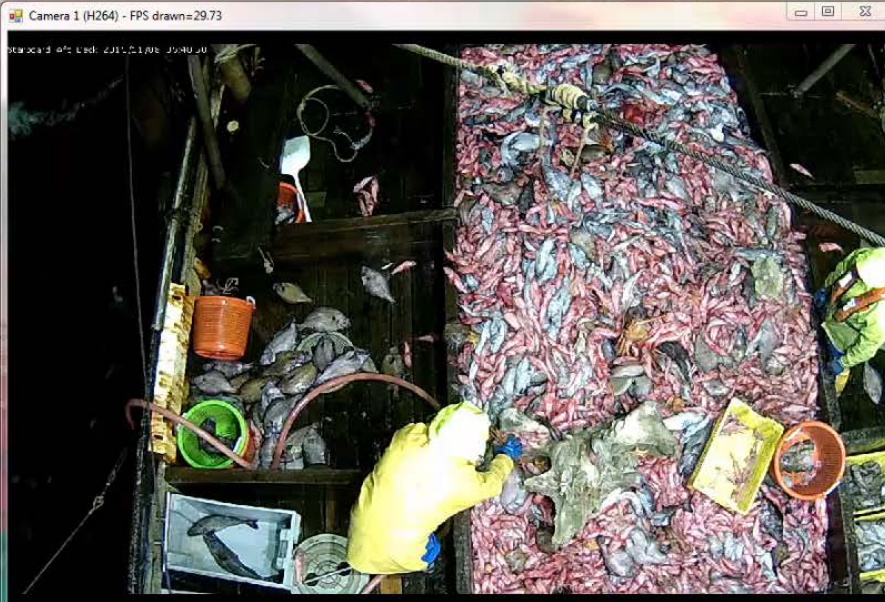
Camera 1 (H264) - FPS drawn=68.16

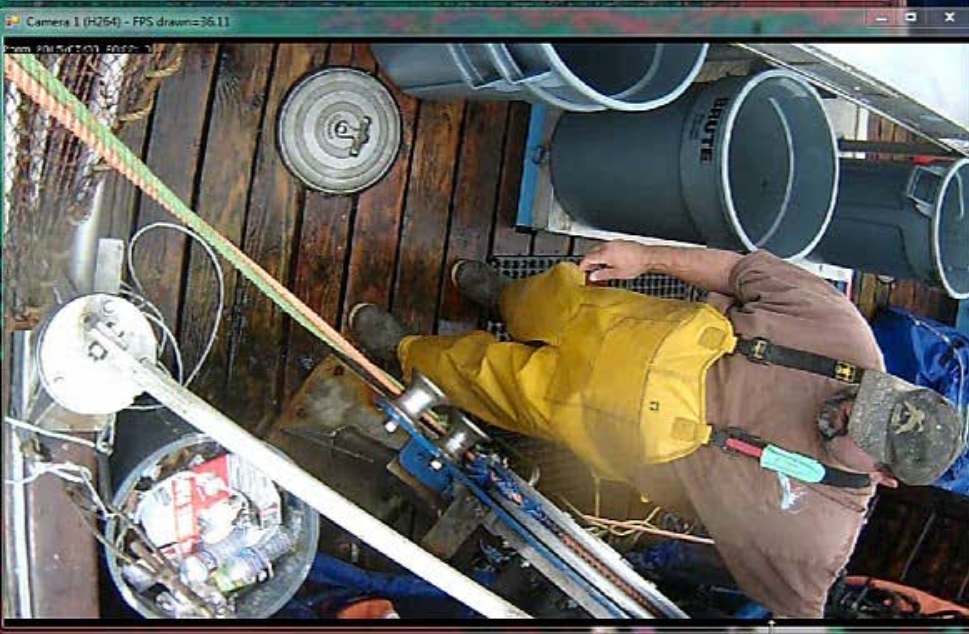


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Humans vs. EM – Follow the money

Humans

- Costs ~\$8k to equip
- Training time
- Debrief time

Pros

- Can be used for science
- Sampling discards

Cons

- Cost \$500/day – paid by vessels
- Travel time
- CMs sleep, eat, paperwork

EM

- Systems cost \$10-12K
- Install/skipper training
- Video review time

Cons

- Currently compliance
- More restrictive discards
- Shoreside monitoring issues

Pros

- Cost \$50-300/day
- Cameras always onboard
- Quicker data

Electronic Monitoring: What's Next?

West Coast Whiting in regulations (2017?)

2016

West Coast Fixed Gear in regulations

2017

Is this thing plugged in?

AK in regulations



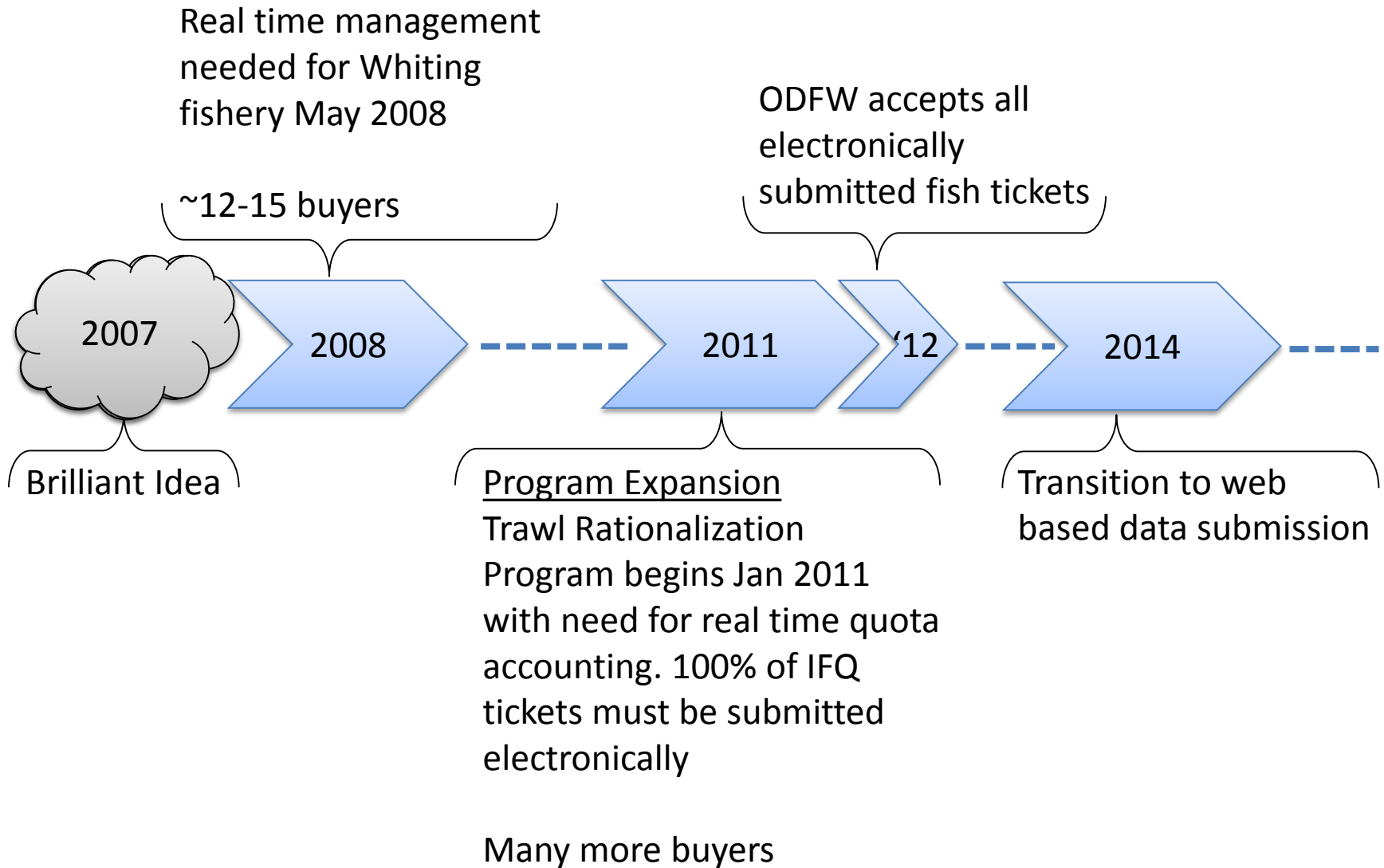
Electronic Monitoring – What does the fleet think?



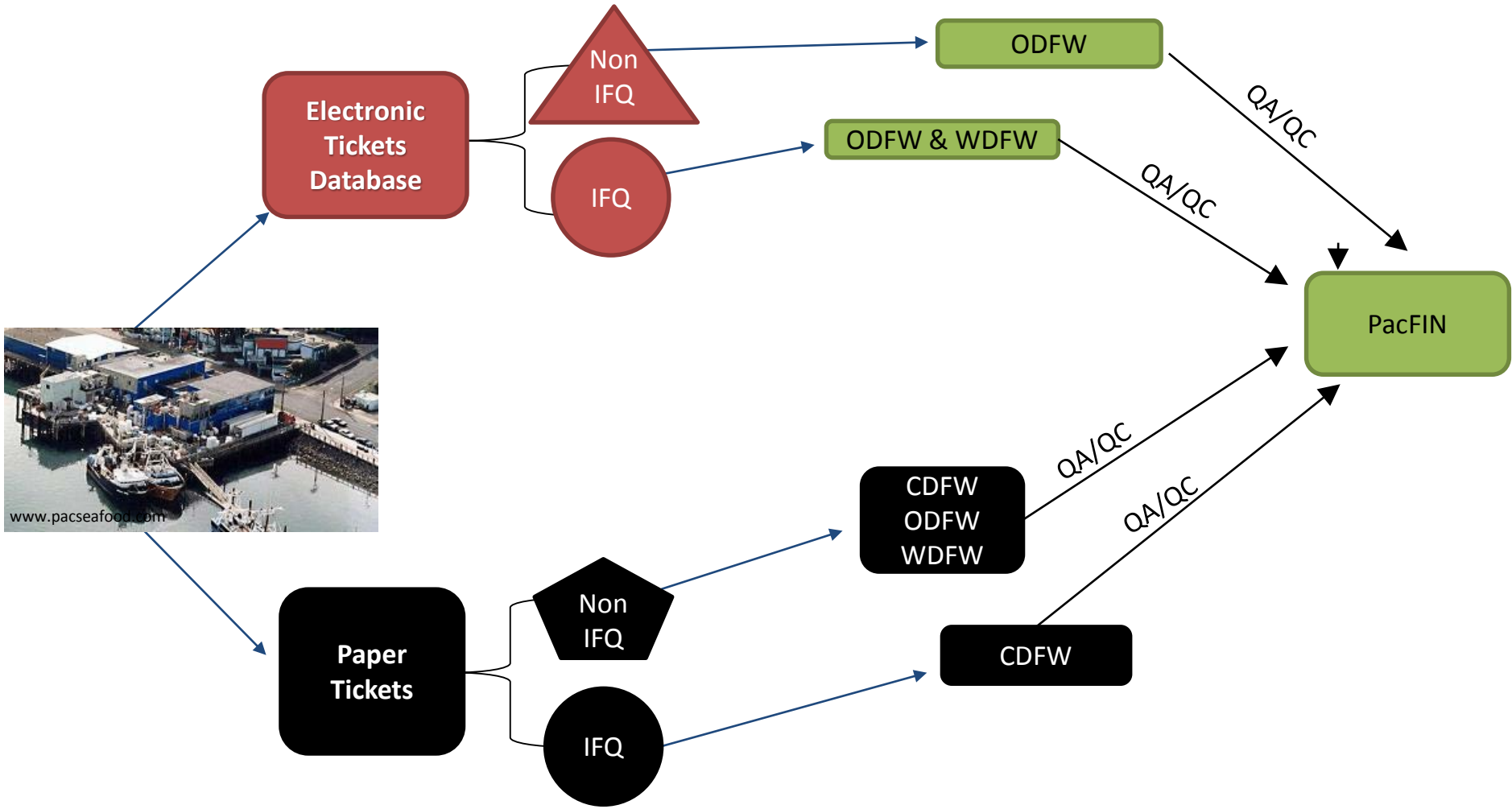
Lessons EM

- Make sure you know what you want before you ask for it.
- Monopolies aren't always bad
- Don't drag people along
 - Run them over with the steamroller of success.
- Sometimes you need to be an elephant
- Just because it works elsewhere doesn't mean it works here

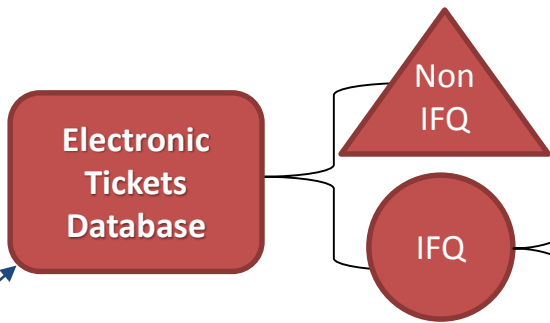
West Coast E-Tix Timeline



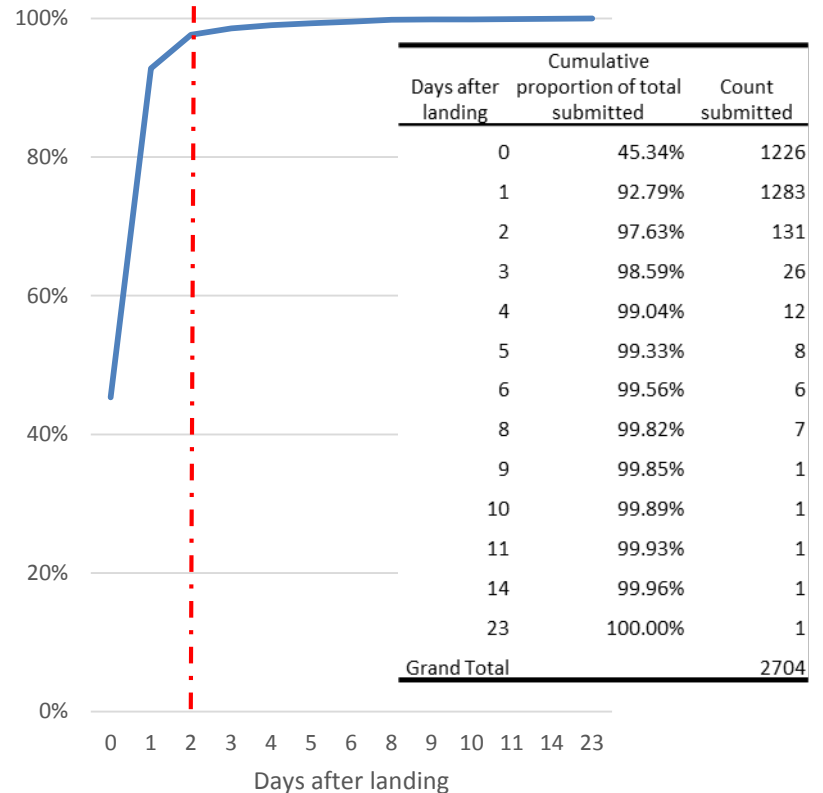
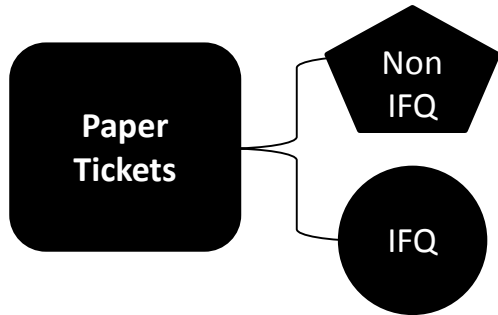
West Coast Fish Tickets



West Coast Fish Tickets



97% of regulated E-Tickets are submitted within 2 days of the delivery (2014 data)



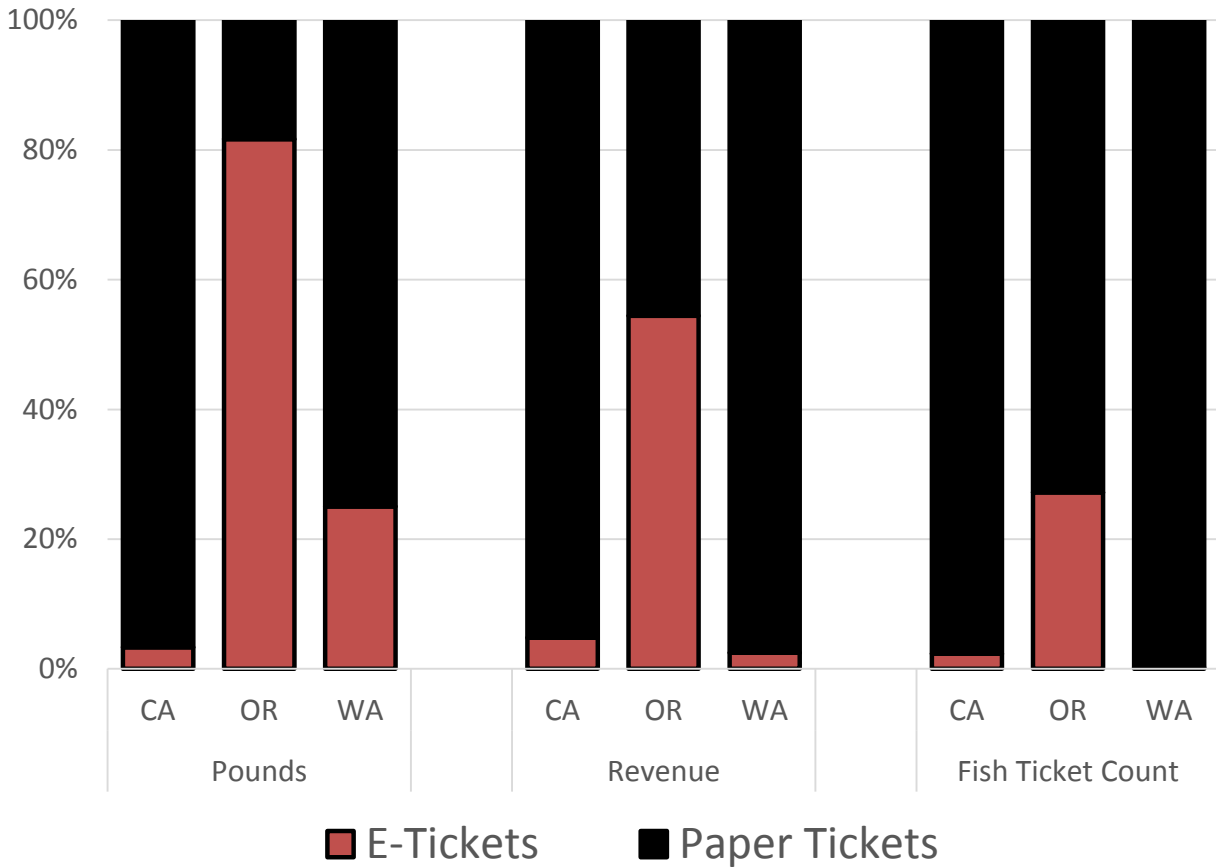
West Coast Fish Tickets

Electronic Tickets Database



Paper Tickets

Proportion of 2014 Fish Tickets Submitted Electronically



E-tix query



Query Tickets

Landing Date State IFQ LEP Status

Select	FT Type	FT #	Dealer #	Landing	Vessel	Reg #	LEP	Operator	IFQ	IFQ Acct #	Submit Date
<input checked="" type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input checked="" type="checkbox"/>	DRAFT Columbia River	2100003	7575	11/12/15							
<input checked="" type="checkbox"/>	DRAFT Shellfish and Bait	4940254	7575	11/12/15							
<input checked="" type="checkbox"/>	SUBMITTED Columbia River	2100002	7575	10/05/15	F/V Argo	33333		Snow White			10/08/15
<input checked="" type="checkbox"/>	SUBMITTED Shellfish and Bait	4940252	7575	10/05/15	F/V Seven Dwarfs	1234567		Sam Smith			10/05/15
<input checked="" type="checkbox"/>	SUBMITTED Shellfish and Bait	4940253	7575	10/04/15	Tribal	Tribal		Sam Smith			10/05/15
<input checked="" type="checkbox"/>	DRAFT Shellfish and Bait	4940251	7575	09/29/15	F/V Argo	33333		Jason Golde...			
<input checked="" type="checkbox"/>	DRAFT Nearshore Groundfish	3100005	7575	09/18/15							
<input checked="" type="checkbox"/>	SUBMITTED Columbia River	2100001	7575	08/28/15	F/V Seven Dwarfs	1234567		Snow White			08/28/15
<input checked="" type="checkbox"/>	SUBMITTED Troll	1100201	7575	08/19/15	F/V Seven Dwarfs	1234567		Dana Ferguson			08/19/15
<input checked="" type="checkbox"/>	SUBMITTED Troll	1100200	7575	08/13/15	United Coast	654321		Rachelle Mi...			08/13/15
<input checked="" type="checkbox"/>	SUBMITTED Nearshore Groundfish	3100003	7575	08/04/15	F/V Seven Dwarfs	1234567		Dana Ferguson			08/04/15
<input checked="" type="checkbox"/>	SUBMITTED Nearshore Groundfish	3100004	7575	08/04/15	F/V Seven Dwarfs	1234567		Dana Ferguson			08/04/15
<input checked="" type="checkbox"/>	DRAFT Groundfish and Shrimp	3111127	7575	04/10/15							
<input checked="" type="checkbox"/>	DRAFT Groundfish and Shrimp	3111128	7575	04/09/15							
<input checked="" type="checkbox"/>	SUBMITTED Groundfish and Shrimp	3111126	7575	04/02/15	F/V Seven Dwarfs	1234567	1234	Snow White	<input checked="" type="checkbox"/>	VASD1234	04/10/15
<input checked="" type="checkbox"/>	SUBMITTED Groundfish and Shrimp	3111125	7575	03/31/15	F/V Seven Dwarfs	1234567		Snow White			03/31/15
<input checked="" type="checkbox"/>	SUBMITTED Groundfish and Shrimp	3111124	7575	03/30/15	F/V Argo	33333	1234	Jason Golde...	<input checked="" type="checkbox"/>	VAAA1234	08/05/15

E-tix entry screen

[Return to Query Results](#)

FINAL

3111126 [Add Overage Ticket](#)

State of Oregon - Groundfish and Shrimp

15 of 27
Prev Next

IFQ Landing? Fed. LE Permit Trawl Endorsed? IFQ Vessel Account #: IFQ Mgmt Area

Date of Landing [Change](#) Dealer# (Name) Inside/Outside

Commercial License # Port Code Primary Catch Area

Boat Number (Name) Gear Used

Operator (Last, First) # of Days Fished

Success : Your Fish Ticket has been updated.

Fish Code - Description	Gross Lbs	Price Per Lb	Amount	# of Fish	Condition	Grade	Take Home/ Weighback	
477 - Sablefish	10,000.00	\$ 2.0000	\$ 20,000.00		0	0	Gross	T/H-WB <input checked="" type="checkbox"/>
824 - Dover sole	1,000.00	\$ 1.0000	\$ 1,000.00		0	0	Gross	T/H-WB <input checked="" type="checkbox"/>
470 - Shortspine thornyhead	80.00	\$ 1.0000	\$ 80.00	0	0	0	Net Pounds	T/H-WB <input checked="" type="checkbox"/>
470 - Shortspine thornyhead	20.00	\$ 0.0000	\$ 0.00	0	0	0	Take Home	T/H-WB <input checked="" type="checkbox"/>
								T/H-WB <input checked="" type="checkbox"/>
Total:	11,100.00		\$21,080.00	0				

Notes

Total Costs: \$100.00

E-tix reports

Please contact E-Tix Support with feedback at Etix@psmf.org.

Federal Buyback Report

Pacific coast groundfish buyback loan fee collection report

IFQ Cost Recovery Report

Pacific coast groundfish IFQ Cost Recovery fee collection report

Washington

Statewide Quick Reporting Summary Sheet

Statewide quick reporting summary sheet.

Commercial Dungeness Crab Quick Reporting Form

Washington Department of Fish and Wildlife commercial Dungeness crab quick reporting form.

Enhanced Food Fish Excise Tax Addendum

Washington Department of Revenue enhanced food fish excise tax addendum.

Oregon

Albacore and Ocean Troll Caught Salmon Assessment

Albacore and Ocean Troll Caught Salmon Assessment

Dungeness Crab Assessment

Oregon Dungeness Crab Commission monthly report of all purchases of Dungeness Crab landed in Oregon during the previous 30 day period.

Fish Dealer Monthly

Fish dealer monthly report for wholesale fish and bait dealers and limited fish sellers.

Ocean Trawl Fishery Products Assessment

Oregon Trawl Commission first purchaser's report of assessment due on ocean trawl fishery products.

California

Quarterly Fish Landing Tax

This quarterly report is rendered in accordance with codes showing the total number of pounds of taxable fish purchased, received or taken.

E-tix admin screen



Pacific States Marine Fisheries Commission

E-Tix Portal - Home

Home

Fish Tickets

- [Print Ticket](#)
- [Query Tickets](#)

Reports

- [Code Lists](#)

Administration

- [Manage Users](#)
- [Manage Orgs](#)
- [Broadcast Message](#)
- [Advanced](#)

Help

- [Washington](#)
- [Oregon](#)
- [California](#)

Welcome to the PSMFC Electronic Fish Ticket Management Portal



Fish Tickets

Query the Electronic Fish Ticket database and print or export Fish Ticket data.
[Print Fish Ticket](#) | [Query Tickets](#)



Reports

Print summary reports of Fish Ticket data and lists of codes used on Fish Tickets by Agency.
[Code Lists](#)



Administration

Create and manage Organization information and system Users.
[Manage Users](#) | [Manage Organizations](#) | [Broadcast Message](#) | [Advanced](#)



Help

[Washington](#) | [Oregon](#) | [California](#)

E-tix quips

California: “We like paper.”

“We would rather you not develop e-tickets in CA. The State plans to start thinking about developing e-tix in 5 years.”

Oregon: “If you use e-tickets, you’ll run out of numbers.”

Washington:

“It is impossible to electronically collect fish tickets ... except in Alaska.”

Lessons E-tix

- It's not technology, it's people
 - Don't underestimate the speed of trust
 - Don't underestimate turf issues
 - IT folks can be the biggest Luddites
- Electronic isn't less expensive
- Being right doesn't mean it gets adopted
 - You can lead a horse to water
- Leave your ego at the door
- When you know you're right, be an elephant
- It's hard to argue with success
- Good, fast, cheap – sometimes you only get 1

Lessons Final

- Know the problem
- It's usually people
 - Identify decision-makers and work for them
 - Watch out for turf
- Is better data worth the cost?
- Being right doesn't always count ... unless you're patient
- If you have an ego you're may be in the wrong biz
- Be an elephant
- Build successes and build on them
- Sometimes you only get 1

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Questions?