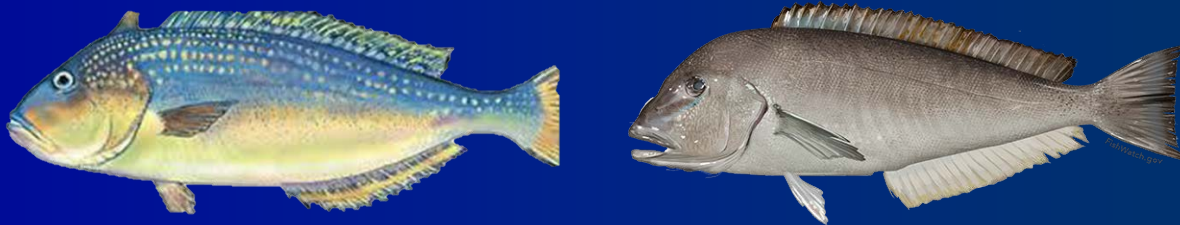




# Private Recreational Tilefish Permitting and Reporting: Outreach and Communication



Council meeting  
October 2022

# Outreach Efforts To Date

- Outreach materials created and distributed
  - Flyers, rack cards, posters, tabletop displays distributed at fishing shows and events attended by NOAA port agents
  - Rack cards distributed to tackle shops within region
  - Announcement in the NOAA Navigator and Fisheries Bulletin
  - Several email announcements/reminders sent to Council and GARFO lists
- Training
  - April 28, 2020, MAFMC hosted training webinar
  - Demo/video recordings available online
  - FAQs/outreach materials on webpage

# Joint Tilefish and Communication and Outreach Advisory Panel Meeting Summary

# Target Audience

- Will be challenging to drill down target audience if focus on entire recreational community
- Recommend direct outreach to:
  - Recreational tilefish permit holders
  - HMS permit holders



# Outreach to Tilefish Permit Holders

- Current recreational tilefish permit holders *should* be aware of reporting requirements
- However, sustained outreach and reminders may be necessary since tilefish is not a primary species for most anglers
- Recommend Council and/or GARFO send targeted information and periodic reminders directly to permit holders



# Outreach to HMS Permit Holders

“Every HMS permit holder is a potential tilefish fisherman”

- Outreach should also be directed toward HMS permit holders
- Recommendations (all require coordination with HMS):
  - Highlight tilefish requirements on relevant HMS pages (*Note: Council staff have previously requested this*)
  - Send email or mail notice to HMS permit holders
  - Add a notice in relevant HMS publications and outreach products

# Feedback on Existing Outreach Materials

- Need to be simplified
  - People may “tune out” if they feel overwhelmed with information
- GARFO rack card and flyers:
  - Use too many acronyms
  - Do not use angler-centric language
  - Reporting instructions are confusing
- Need to better communicate the rationale for reporting requirements and the potential benefits to anglers
  - Some anglers fear that reporting could lead to future closures
- Recommend Council and/or GARFO staff develop new outreach products incorporating AP feedback

# Additional AP Suggestions

- Delay major outreach efforts until next spring
- Consider non-traditional outreach methods and incentives (e.g., prizes, lotteries, contests) to capture attention
- Utilize social media with simple messaging
- Coordinate with Sea Grant to get message out
- Consider advertising in fishing publications (ideally with promotion on social media platforms)
- Outreach materials should include QR codes with links for more info



# Enforcement

- Should look at examples in other fisheries/regions where increased enforcement was used to increase compliance
- New Jersey DEP has been posting enforcement stops on social media
  - Recommended doing something similar for tilefish enforcement



# Duplicative Reporting

- Frustrated with the lack of coordination between reporting systems for different permits
- Combining these systems (i.e., one-stop reporting) would help with angler compliance and make process less time consuming
- GARFO staff noted that this effort is ongoing



# Next Steps

# Council Next Steps



- Develop new digital and print outreach products
- Send mail or email notice to current tilefish permit holders
  - Communicate benefits of accurate reporting
  - Provide resources to assist with reporting
  - Highlight requirement to report **all trips**, even if no tilefish caught
- Work with HMS to coordinate outreach to HMS permit holders
  - Add information to HMS web pages
  - Send mail or email to HMS permit holders
  - Disseminate information via other HMS communication channels
- Explore options for advertising in fishing publications
- Work with federal and state partners, Sea Grant, fishing organizations, etc. to disseminate messages

# Topics Beyond Communication and Outreach

- Increased enforcement
- One-stop reporting
  - Encourage continued development of one-stop reporting capabilities



**Back up slides**



**NOAA  
FISHERIES**

# Heading out Tilefishing? Know Before You Go!



PERMITTING



REPORTING



ON-TIME

See our new permitting and reporting requirements for private boats fishing for or retaining blueline and golden tilefish. **Effective August 17, 2020**



For more info, search the web for:

- GARFO Permits
- GARFO eVTR
- GARFO Port Agents



**NOAA  
FISHERIES**

## How to Complete a Private Recreational Tilefish eVTR on Our Fish Online Mobile App

Our VTR instructions describe what is required in each reporting field and provide charts of our regulatory areas, so keep a copy on board for reference or search online for "GARFO VTR Instructions" to view a copy online.



## How Do I Fill In These Fields and Complete My Report?

### Download and Create an Account

To use our free Fish Online for iOS reporting app on your Apple iPhone or Apple iPad, you must complete two steps:

1. Download our Fish Online app from the Apple App Store on your iPhone or iPad.
2. Create a Fish Online account with us by searching the web for "GARFO Fish Online."
3. Once on our Fish Online webpage, click **Create Account**. After you create your account and apply for the 'Private Recreational Tilefish' permit under the 'Application Forms' tab, you will be able to log-in to the Fish Online iOS app on your iPhone or iPad.

### Report a Trip with Catch and Discards

1. Begin a trip by tapping the + sign.
2. Enter your Trip Type as Private Recreational, enter Number of Anglers, and then tap Next.
3. Enter your Vessel and Trip Information, and then tap Save. After the first time, your vessel information will be saved as a favorite.

4. Under the Effort tab, enter your gear, soak time, and area information.
5. When prompted to Add Catch, enter and select species from the Species Code field.
6. Enter the number of fish in the Kept and Discarded fields. If no fish were discarded, 0 must be entered into the Discarded field. Tap Save, then Done.
7. Continue to add your catch until all fish are reported and then tap Done and Trip Report in the upper part of the screen to continue.
8. Enter your trip information under the Landed and Offload tabs.
9. Use the Sign tab to submit your report.

### Sales

**Except for bluefin tuna, the sale of all fish, including tilefish, caught on private recreational and party/charter fishing trips is prohibited.**



## New Permitting and Reporting Requirements for Recreational Blueline and Golden Tilefish



**Effective August 17, 2020, all recreational vessels fishing for blueline or golden tilefish must have a permit and report their trips within 24 hours of returning to port.**

### Who Does This Impact?

- Vessels fishing for or retaining tilefish from Virginia to Maine.
- For-hire vessels holding an existing GARFO permit who take private recreational tilefish trips.
- States may have additional permitting or reporting requirements for recreational fishing.

### What Do I Need To Do?

- Obtain a Private Recreational Tilefish Permit from the Greater Atlantic Regional Fisheries Office (GARFO).
- Report your trip with one of the available reporting options.

### Why Is This Happening?

- To better characterize and monitor the tilefish fisheries for long-term sustainability.
- More information can be found on the Mid-Atlantic Fishery Management Council's tilefish web page: [mafmc.org/rec-tilefish-evtr](http://mafmc.org/rec-tilefish-evtr).

### Permitting (Search: GARFO Permits)



You must apply for your permit online. There is no cost for the permit.

### How Do I Get a Permit?

Start with registering an account on the **GARFO Fish Online** website: [greateratlantic.fisheries.noaa.gov/apps/login/](http://greateratlantic.fisheries.noaa.gov/apps/login/)

- Create a user name and password.
- Existing permit holders may apply through their current Fish Online account.
- Click Initial Private Recreational Tilefish Permit.

### Reporting (Search: GARFO eVTR)



You must report all trips that either targeted or retained tilefish to GARFO within 24 hours of returning to port using an approved electronic vessel trip reporting (eVTR) system.

### How Do I Report?

eVTR apps are available for smartphones and tablets. See our website for reporting options and how to get started.

For assistance contact our **Help Desk at (978) 281-9188** or [nmfs.gar.helpdesk@noaa.gov](mailto:nmfs.gar.helpdesk@noaa.gov). For additional support, contact your local Port Agent. (Search: GARFO Port Agents)