

Improving Delivery of Sport Fishing Regulations in Alaska

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Board of Fisheries Work Session

October 15, 2018

Recent Regulation Modernization Efforts

undertaken to make fishing regulations either more accessible or easier to understand.

What we've done

- 2014-15
 - Online Store opened
 - Reg Books Revamped
- 2016
 - ADF&G Regulation and Proposal Reviews
- 2017
 - Marketing Contract with RDI

What we're doing

- GovDelivery
- Regulations into CMS
- Angler Survey



Survey Background

Objectives

- Assess perceptions of Sport Fishing Regulations (SFR)
- Assess how SFR affect angler participation
- Identify current methods of access to SFR
- Determine preferences for presenting SFR
 - Writing style, content organization, and audio-visual supports
- Determine preferences for current and future methods of SFR delivery

Research Design

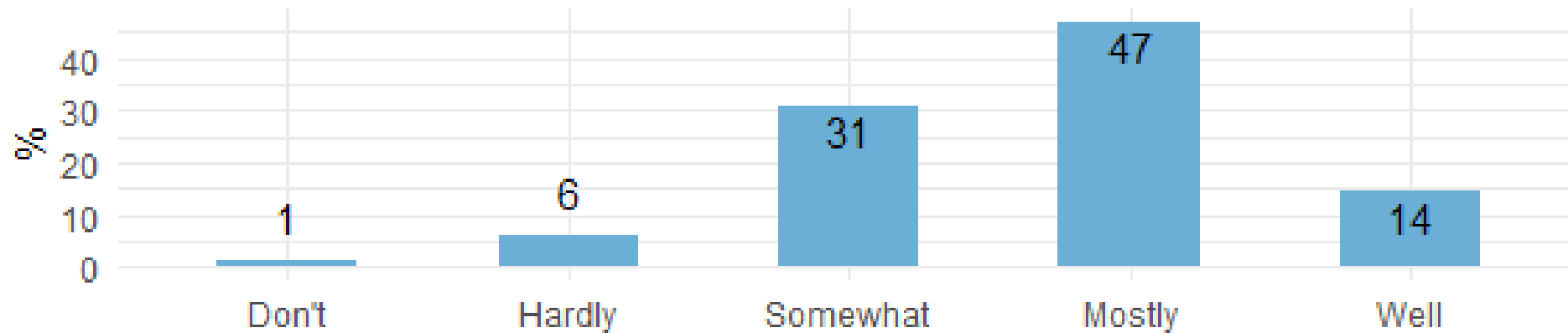
- Staff interviews
 - N = 20
- Focus groups
 - N = 36
 - Four groups (Juneau, Fairbanks, Anchorage, Palmer)
- Online survey
 - N = 3,955 residents and nonresidents
 - Drawn from full license database

Checks for bias in survey

	Survey Sample (%)	License Database (%)
18–24	3.8	9.1
25–34	13.4	19.0
35–44	17.6	17.9
45–54	21.3	18.7
55–64	25.1	20.6
65+	18.9	14.8
Women	22.7	24.5
Alaska resident	41.4	45.0

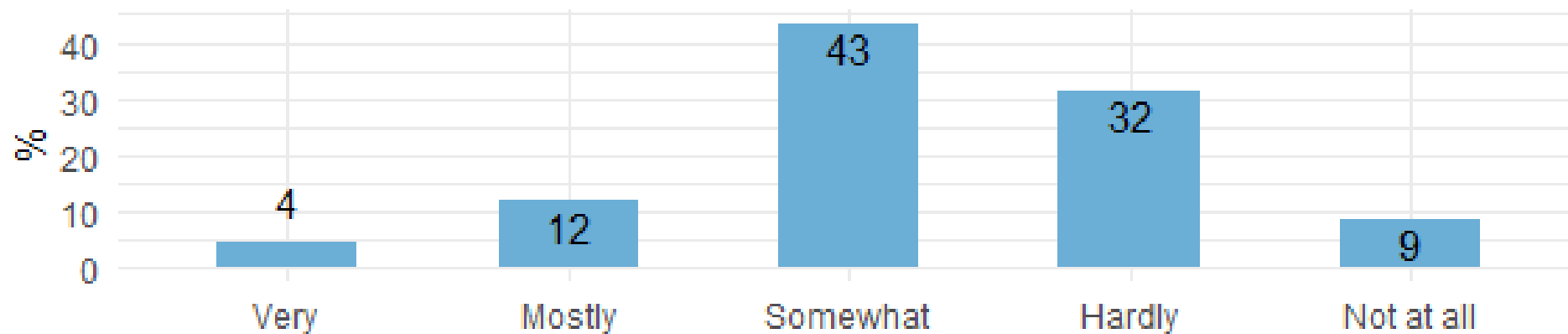
Finding and Understanding SFR

How well understand SFR

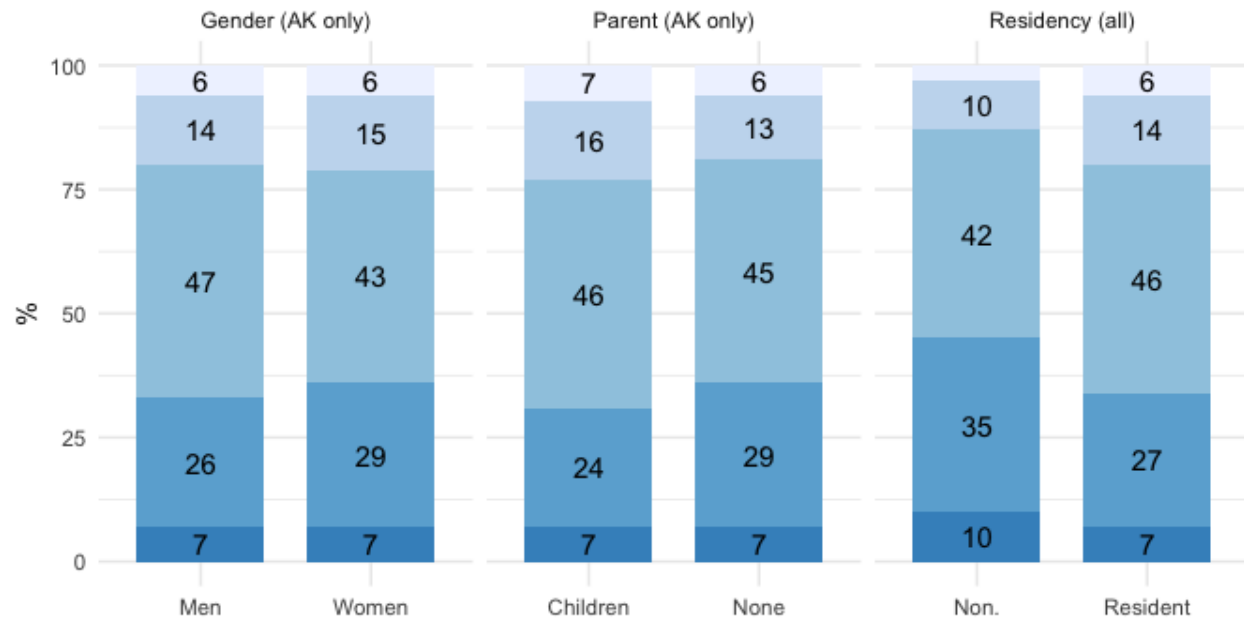


N = 3,945 responses

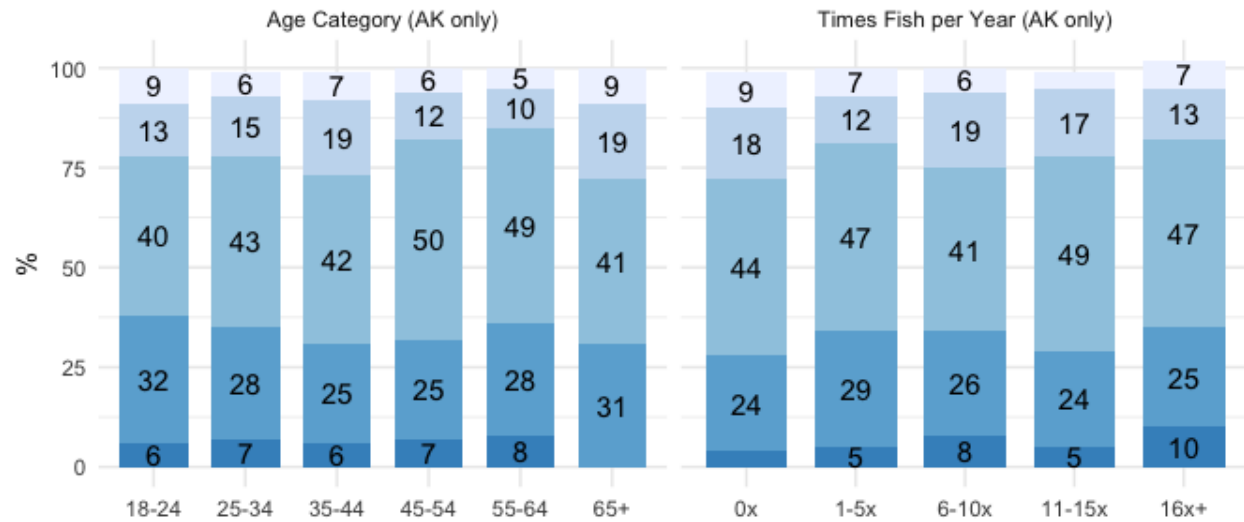
How confusing are SFR



N = 3,935 responses



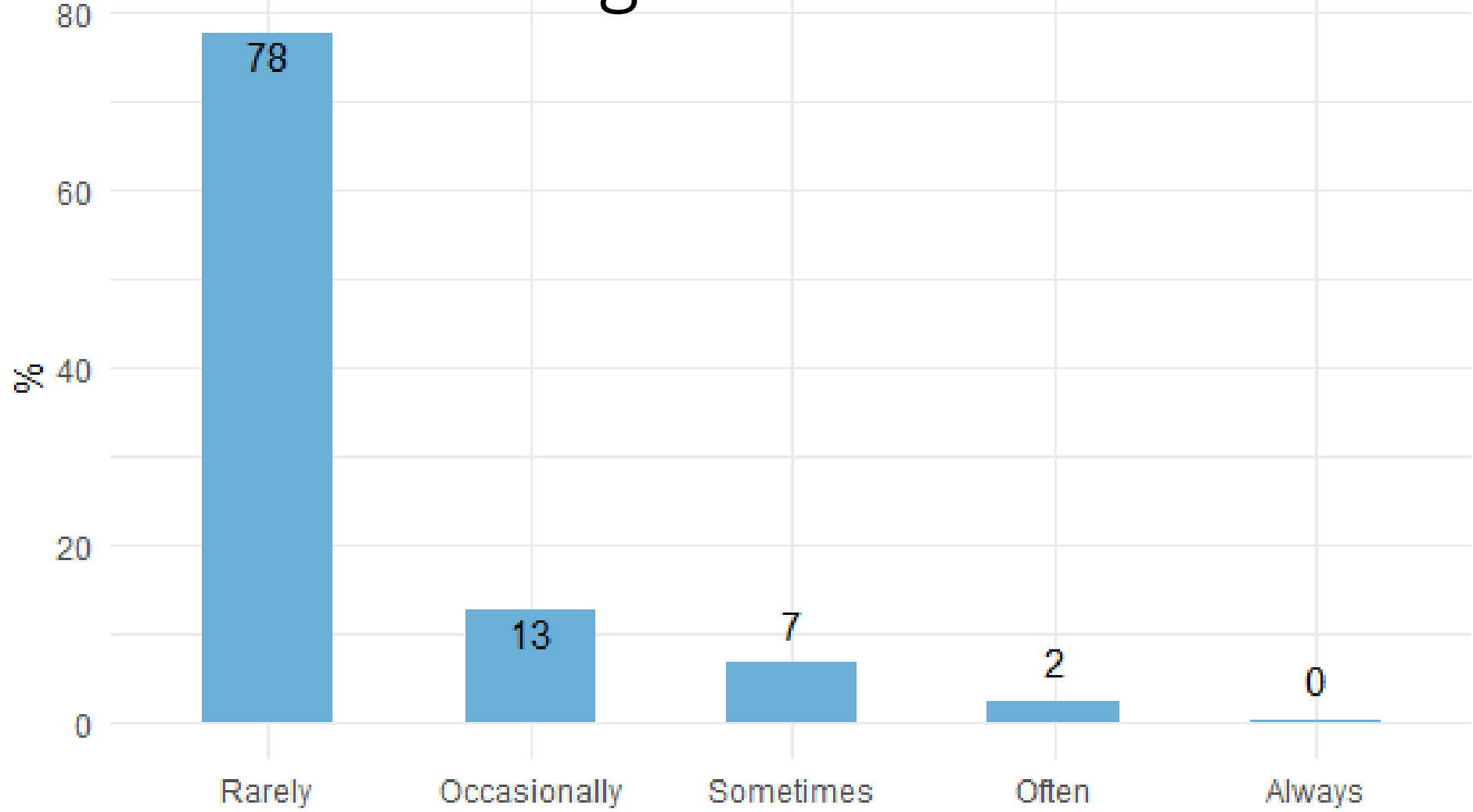
N = 1,749 / 1,756 / 3,935 responses



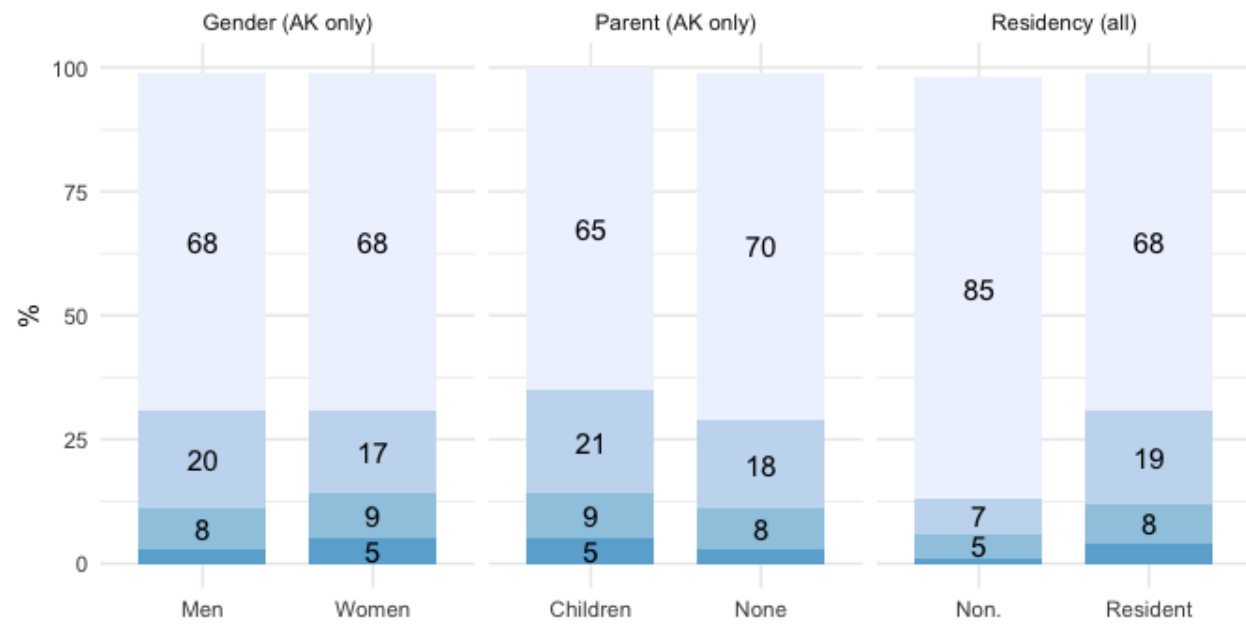
How confusing are SFR ■ Very ■ Mostly ■ Somewhat ■ Hardly ■ Not at all

N = 1,775 / 1,765 responses

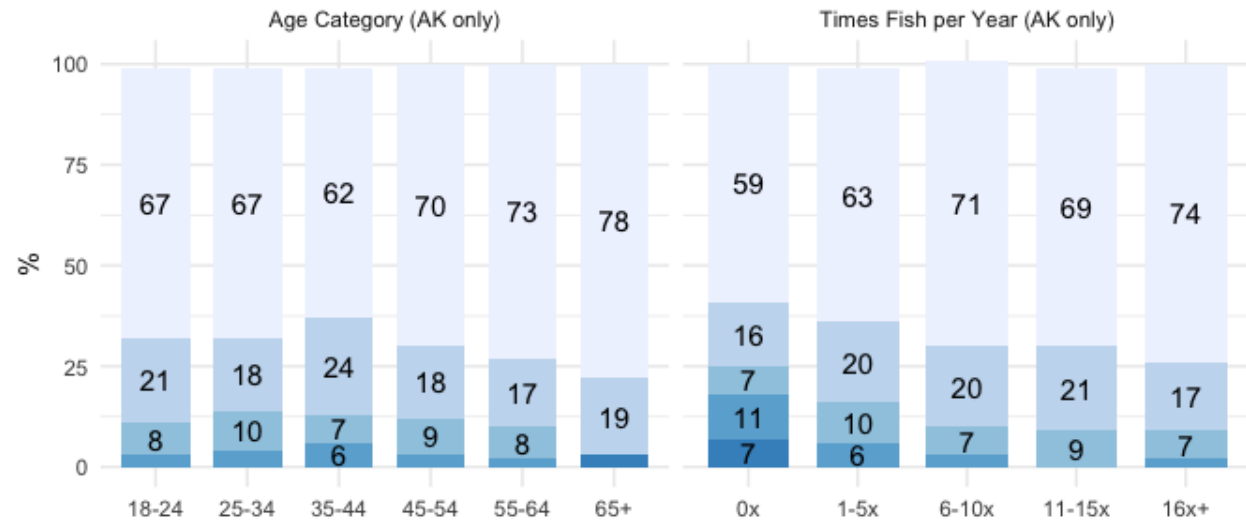
SFR Prevents Fishing



N = 3,948 responses



N = 1,753 / 1,760 / 3,948 responses



Complexity prevents fishing: Always (dark blue), Often (medium blue), Sometimes (light blue), Occasionally (very light blue), Rarely (white)

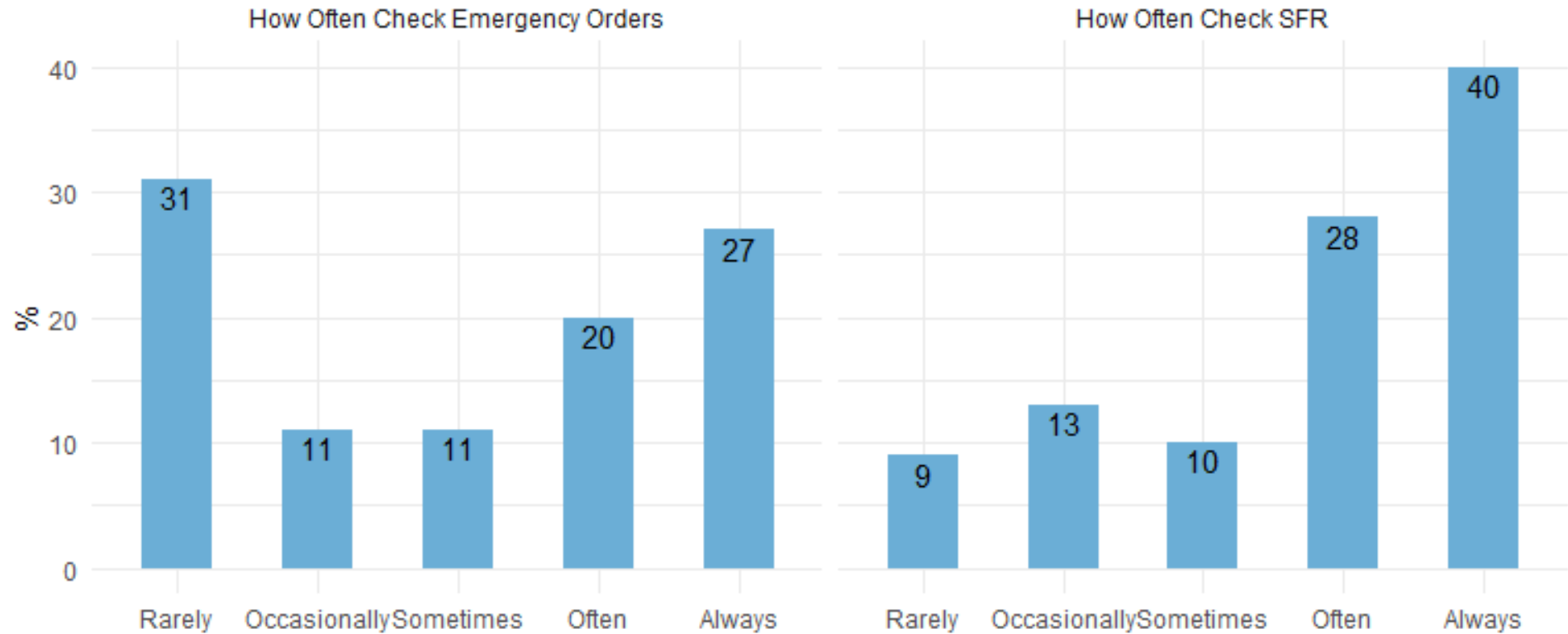
N = 1,779 / 1,769 responses

SFR Prevents Fishing

	Expected Trips	Estimated Actual Trips	Shortfall of trips
Overall	1,000	911.75	~90
Alaska residents	1,000	877.5	~125
Alaska residents, 18-24 years old	1,000	881.25	~120
Alaska residents, women	1,000	870.25	~130

Checking SFR

Frequency of Checking



N = 3,944 / 3,934 responses

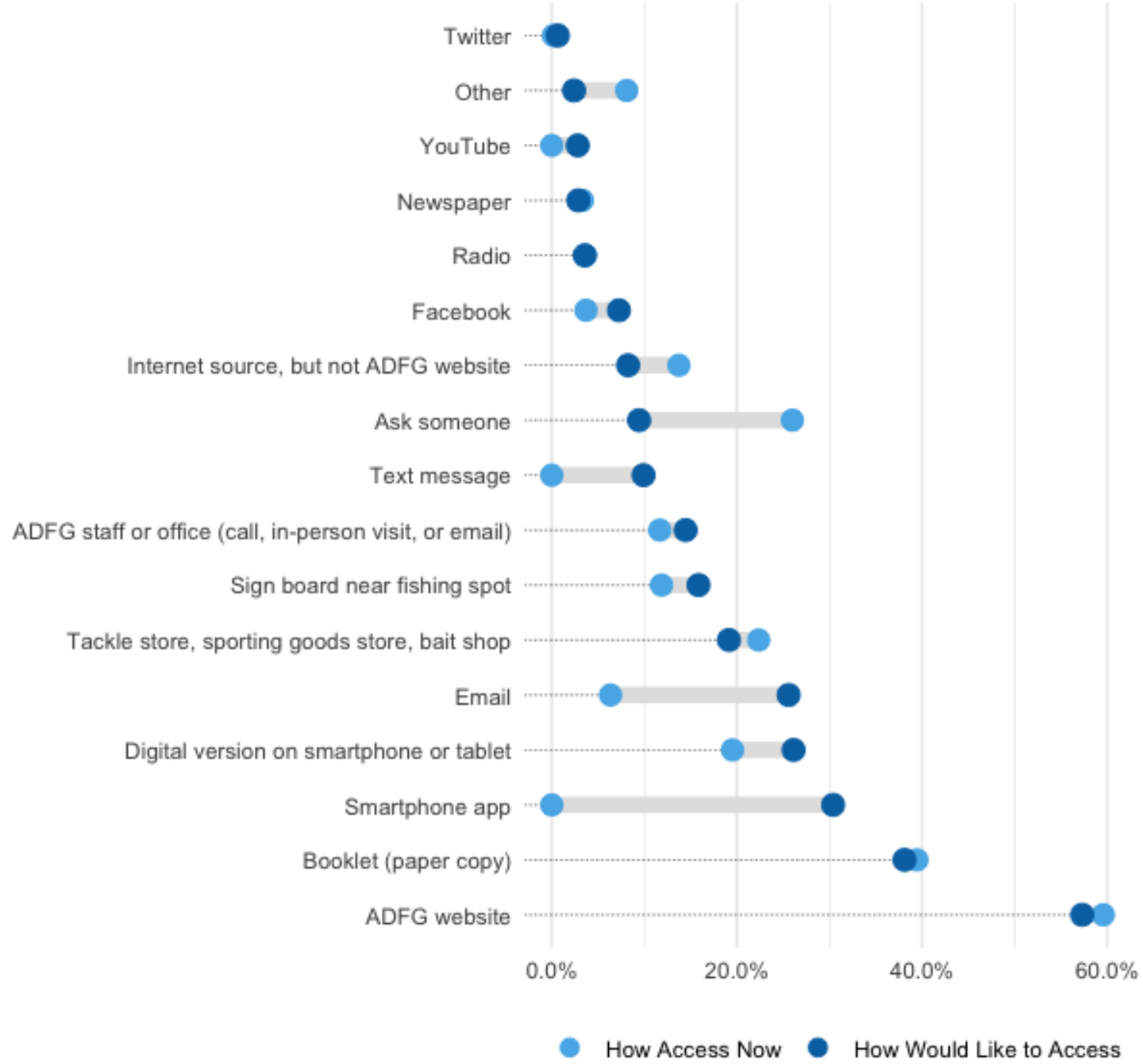
53% check EOs only about half the time or less

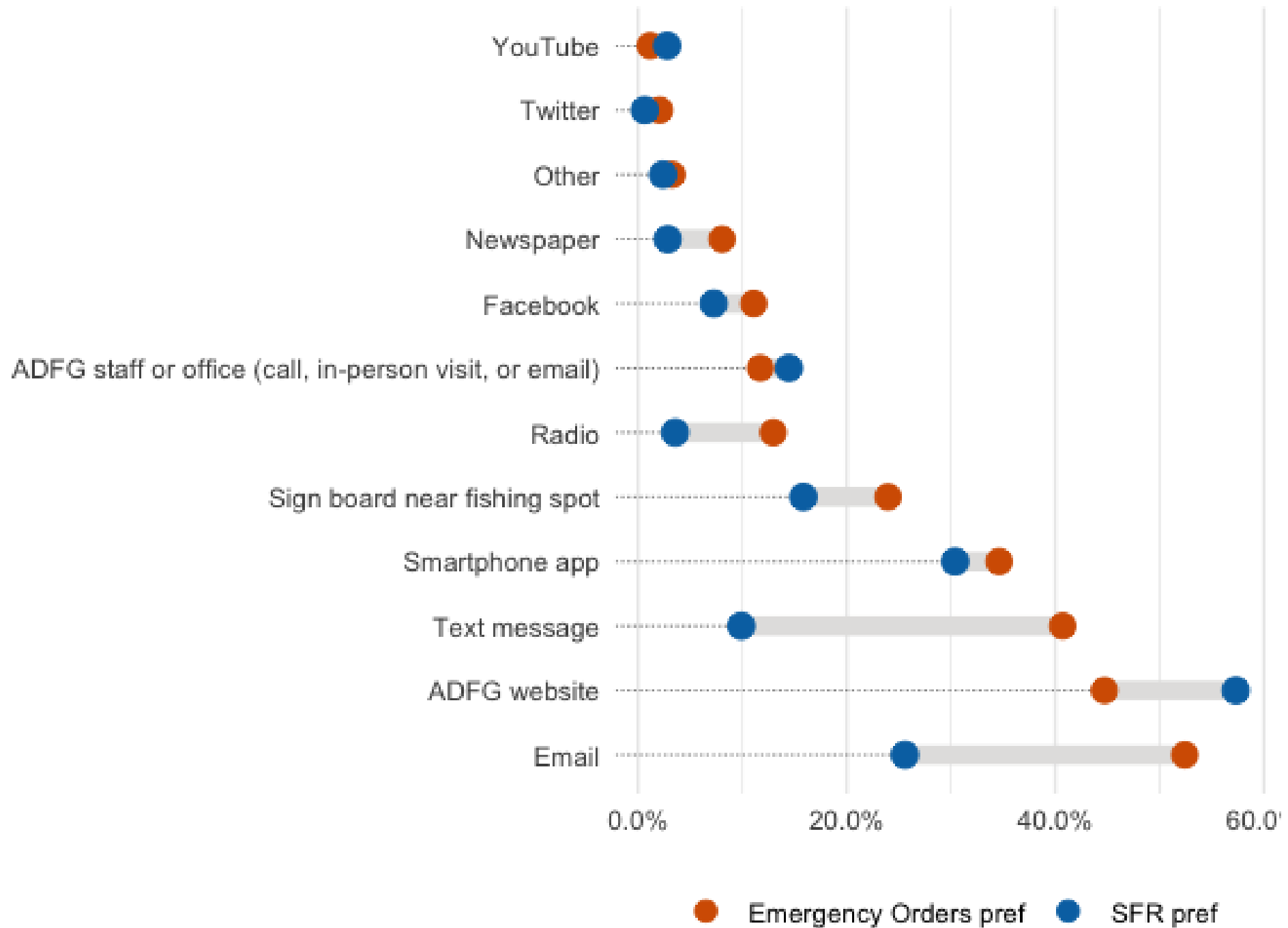
32% check SFR only about half the time or less

Accessing SFR

How Want to Access SFR

Methods	% "yes"
ADFG website	57
Booklet (paper copy)	38
Smartphone app	30
Digital version on smartphone or tablet	26
Email	26
Tackle store, bait shop	19
Sign board near fishing spot	16
ADFG staff or office (call, in-person visit)	14
Text message	10



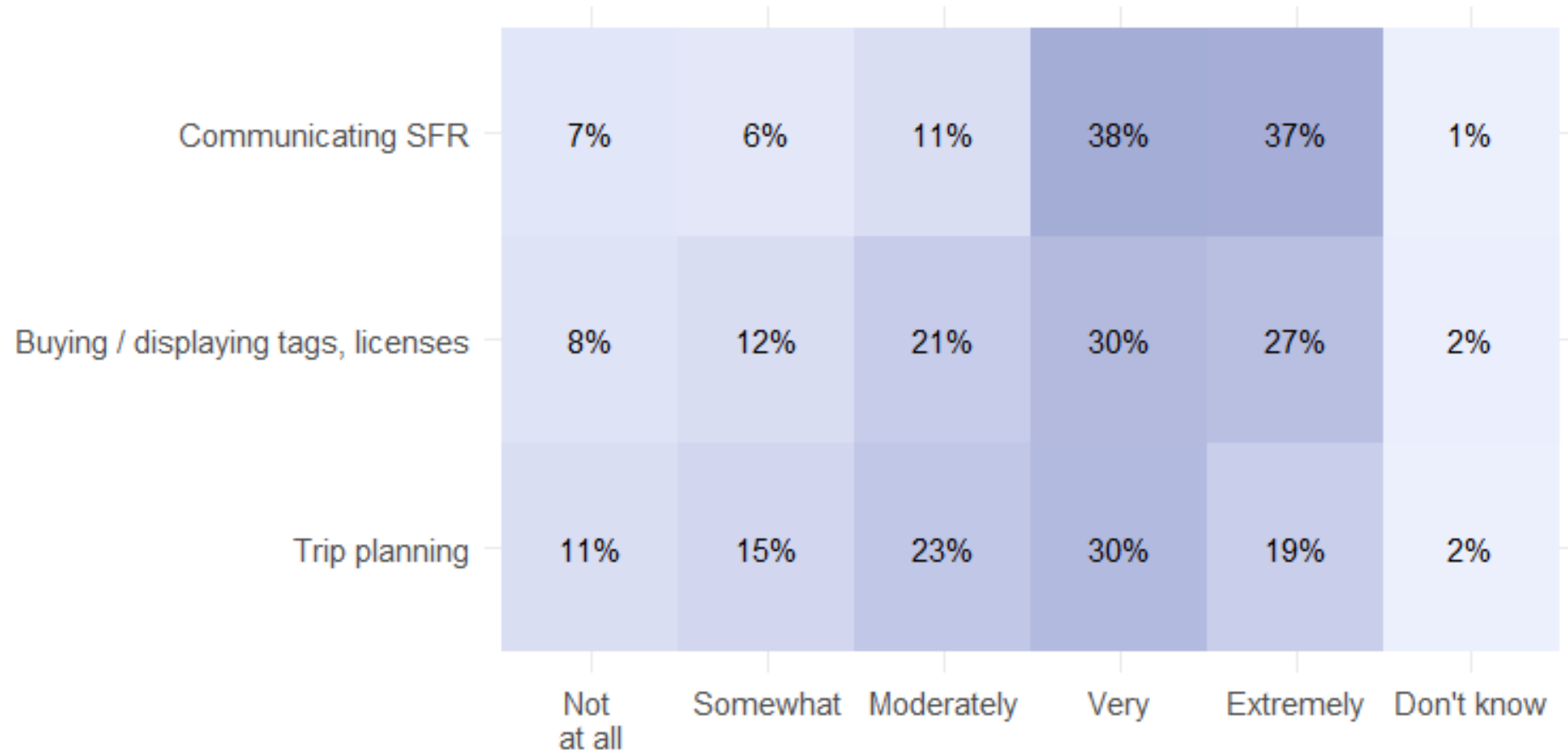


Recommendations

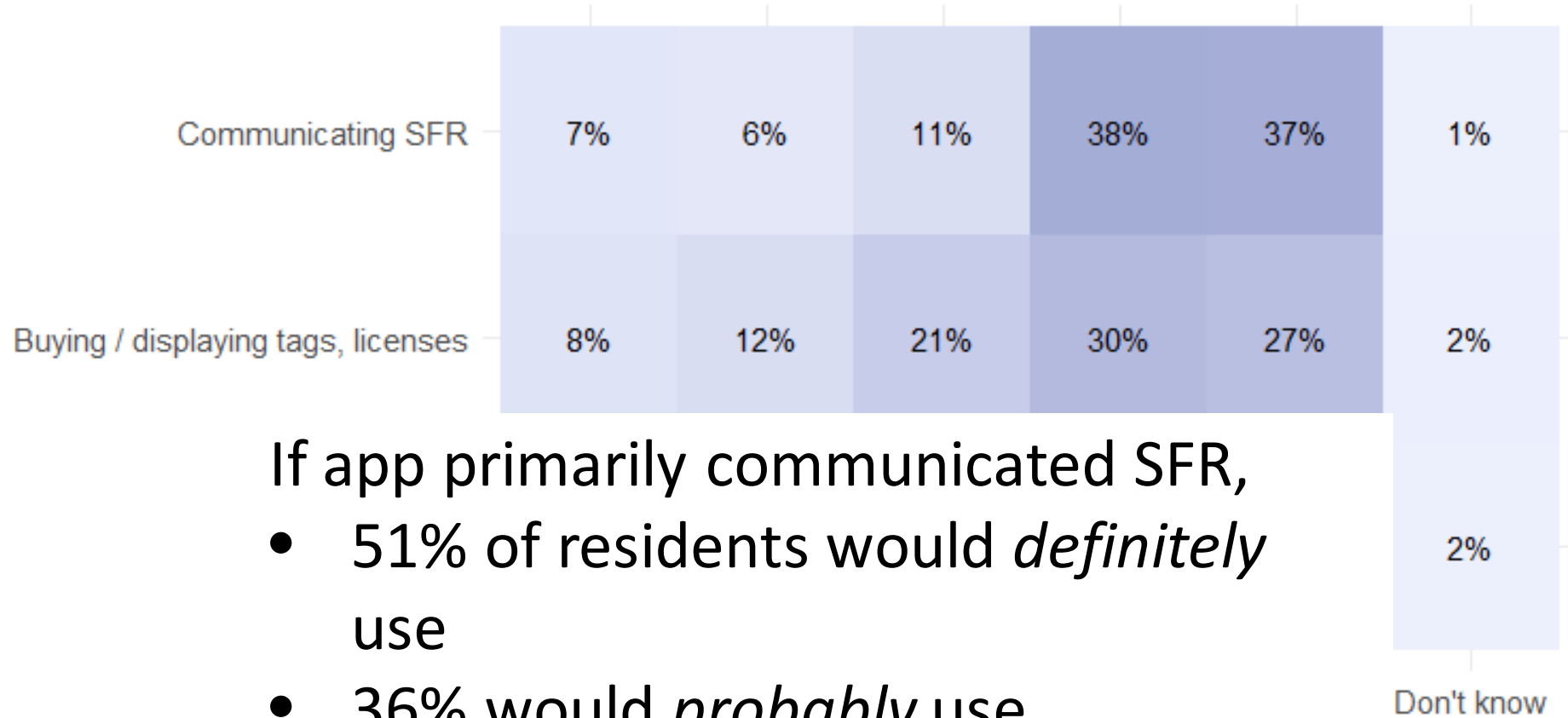
- Continue promoting email notifications for EOs.
- Consider text messages for EOs.
- Continue improving website and booklet experiences.

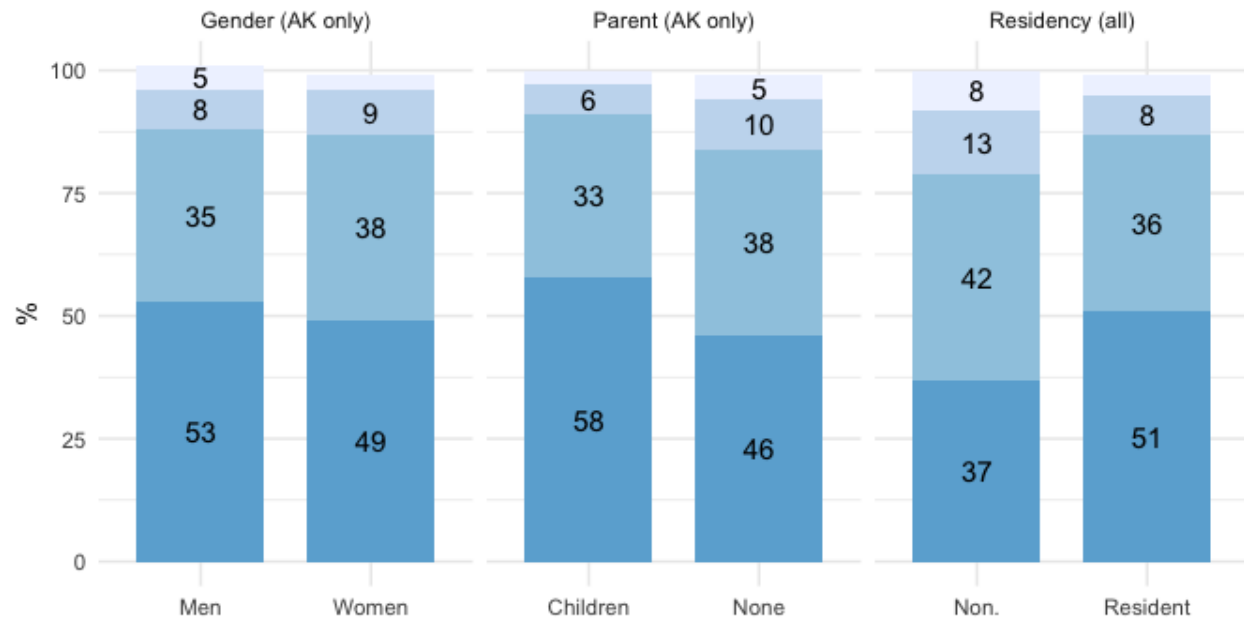
Smartphone App

Importance of app functions

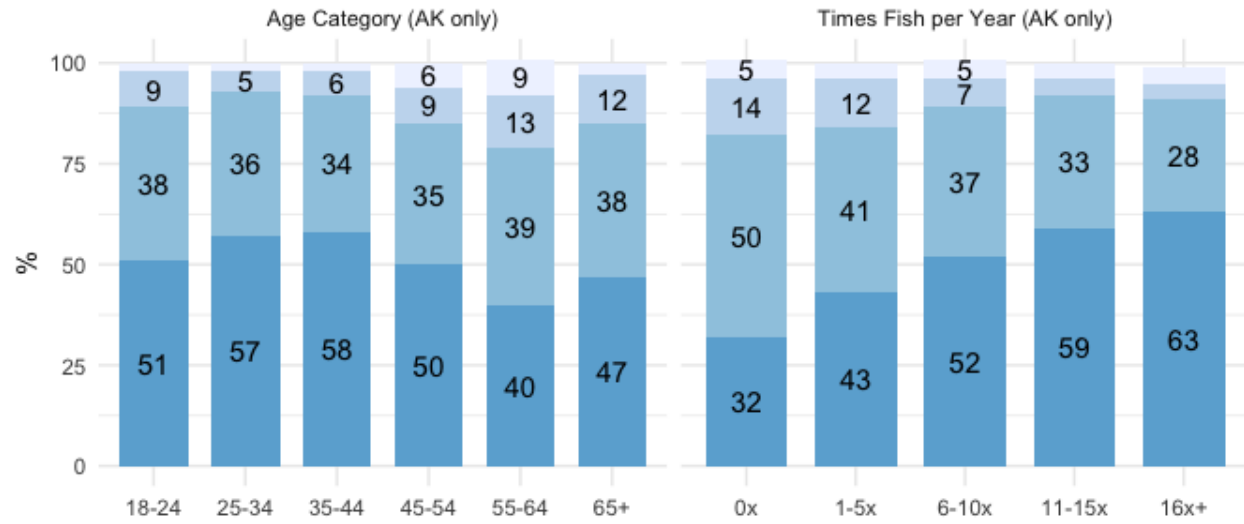


Importance of app functions





N = 1,740 / 1,748 / 3,923 responses

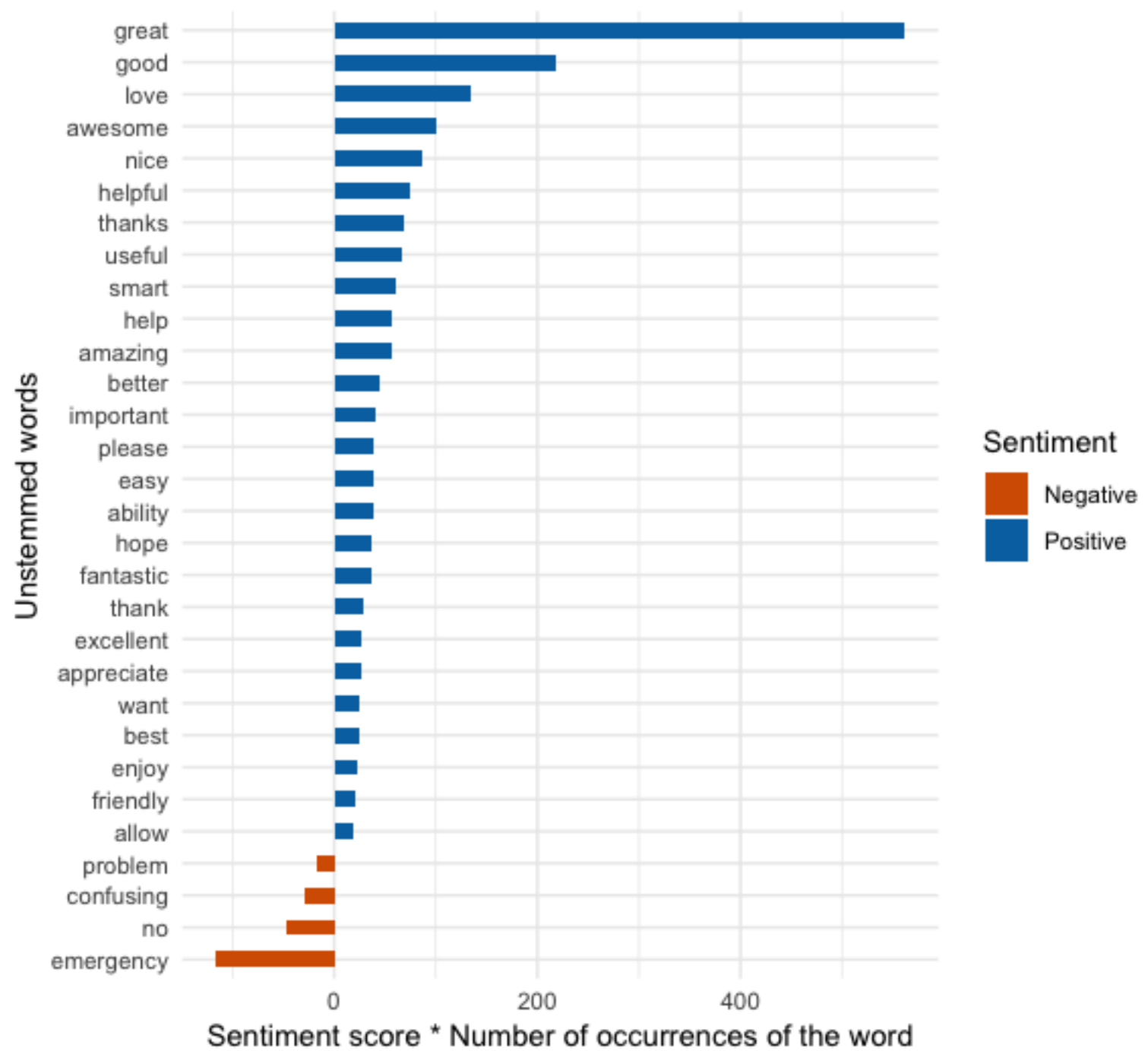


Likelihood Use App: Definitely not use, Probably not use, Probably use, Definitely use

N = 1,766 / 1,756 responses

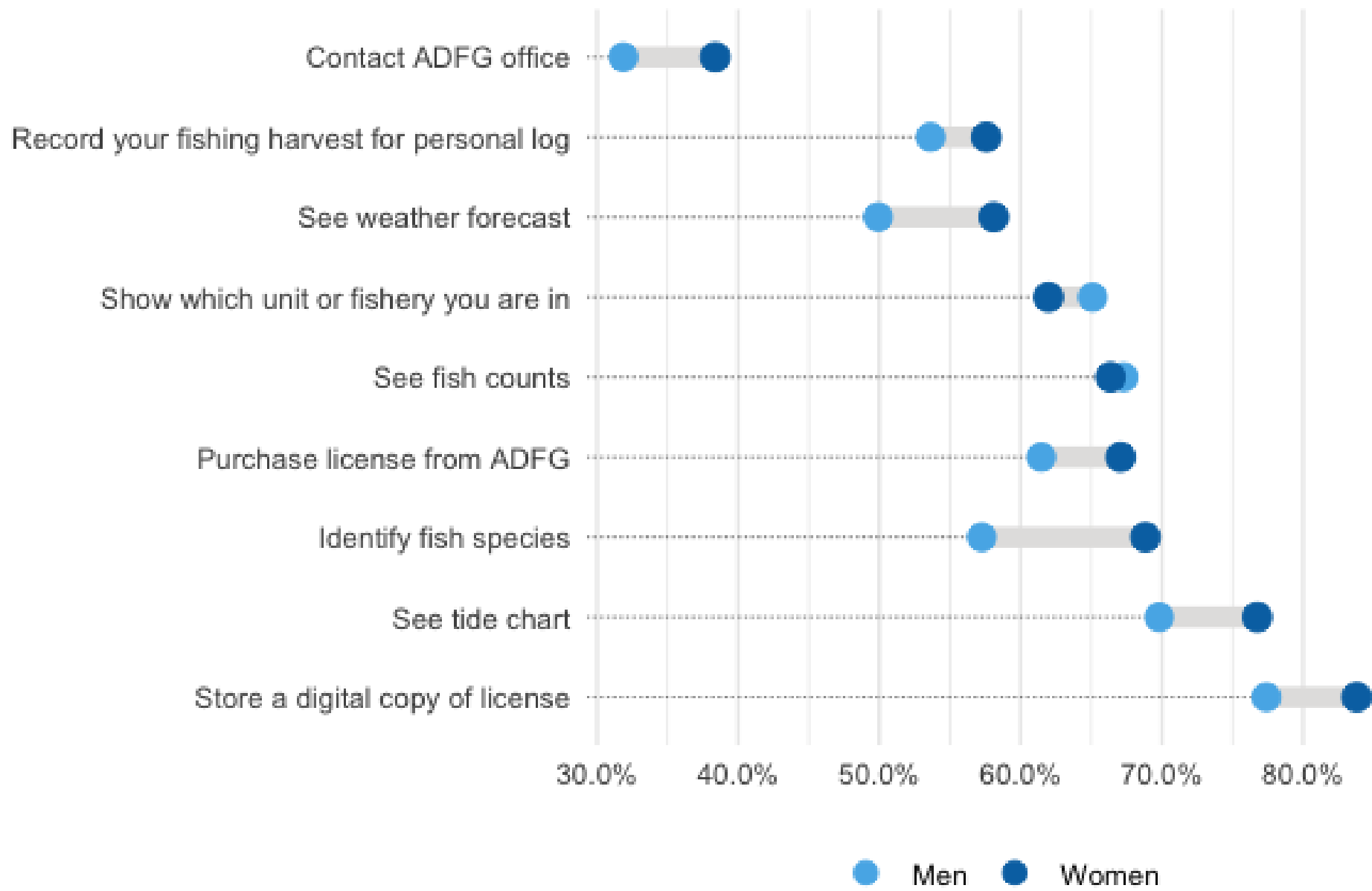
Comments

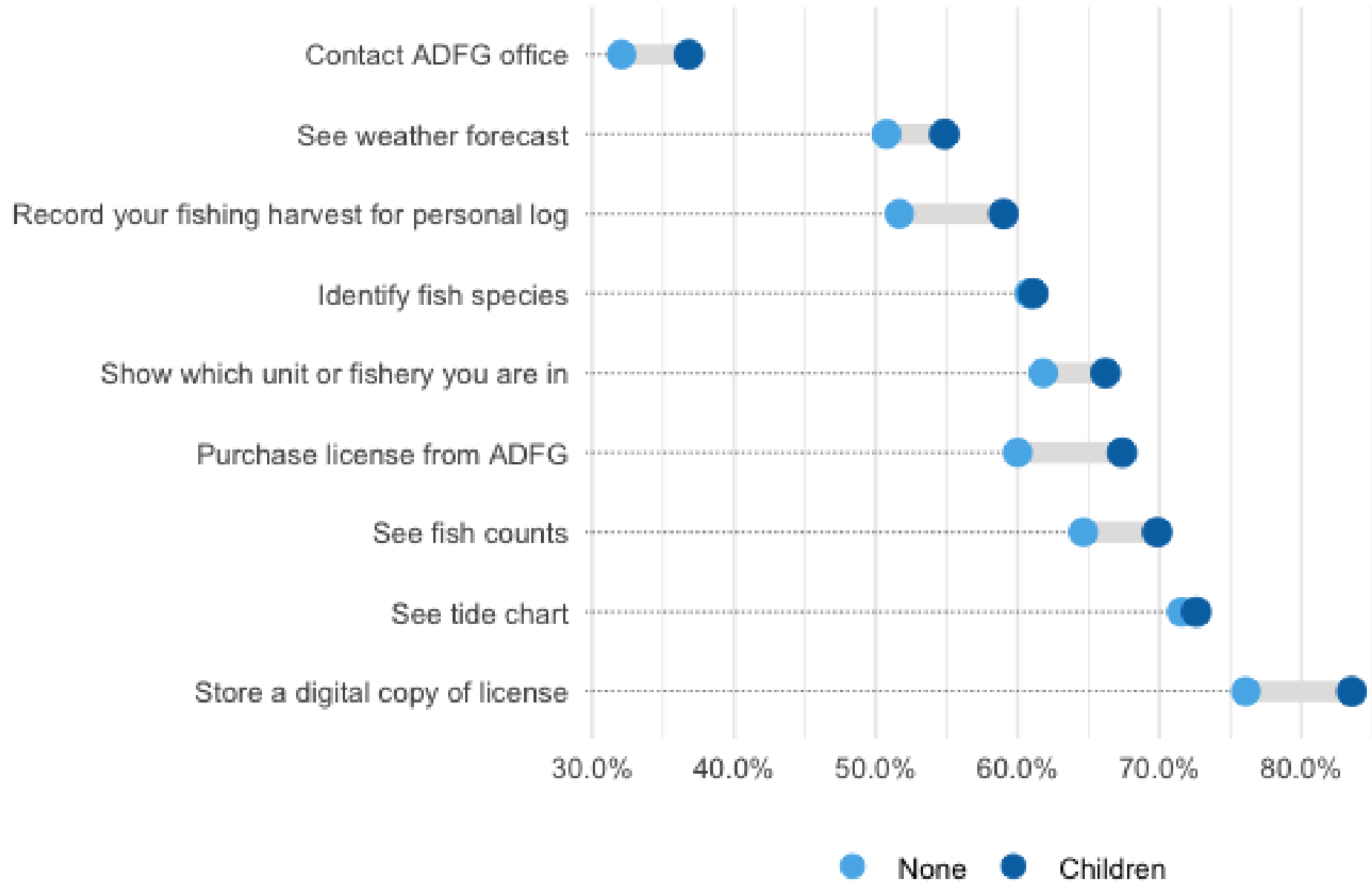
- “You must make the app.”
- “This would be amazing and extremely useful.”
- “A smartphone app would be really beneficial for hunting AND fishing. I sometimes find it difficult interpreting the paper copy when out fishing specific waters. If there was an ability to tell me base[d] on phone location and simple search, it would be amazing... especially if there were emergency orders.”
- “This app is long overdue! It would save us a lot of time, and it would eliminate all confusion about emergency orders. The State should use every tool available to effectively manage our fishing and hunting resources in the most sustainable way possible!”
- “Would LOVE to see the app with whatever Emergency Orders are in effect for your current location, as well as the ability to look them up for other locations.”



Smartphone app

Features Would Definitely Use	%
Show SFR in current location	88
Show Emergency Orders in effect in specific area	81
Search for SFR by species	72
Store digital, legally valid fishing license	72
Purchase license from ADFG	63
See tide chart	60
Identify fish species	58
Show which unit or fishery you are in	57
See fish counts	54





Minimum Recommended Features

- Display regulations both in current location and in other locations where the user is not currently located.
- Display where Emergency Orders are in effect (and where they are not).
- Hold digital, legally valid copy of license.
- Identify fish species.
 - Multiple photos of fish species at different ages and stages.
- Enable users to approach fishing regulations in multiple ways.
 - Look in a single specific geographical area. Look by species across regions. See which fisheries are open.

Potential Features

- Fish counts
- Tide charts
- Record fishing harvest for personal reporting
 - This could corroborate or augment Statewide Harvest Survey
- Longer term: Targeted communication from ADF&G based on what those users have done or reported in the past.

Respondent Suggestions

- Ability to report violations.
- Set markers.
- Show the date the information was last updated.
- Clarify geographic information.
 - “Users from out of the region often don't have a clue when the regs say 'One cannot fish between bridges A & B'. A reference or link to a detailed map would take much mystery out of the regs.”
- Use large print and large tap buttons because users might have rain gear or gloves on, or have cold fingers.

Phrasing

Phrasing

A

In waters open to king salmon fishing, *no fishing is allowed* between 11:00 p.m. and 6:00 a.m. May 15–July 13.

B

In waters open to king salmon fishing, *fishing is only allowed* between 6:00 a.m. and 11:00 p.m., May 15–July 13.

Phrasing

	Option A	Option B	Preference
Negative vs. Positive	<i>"no fishing is allowed between..."</i>	<i>"fishing is only allowed between..."</i>	B: 64%
Passive vs. Active	<i>"A salmon removed from the water must be kept."</i>	<i>"If you remove a salmon from the water, you must keep it."</i>	B: 64%
Description vs. Injunction	<i>"No person may remove from the water a salmon..."</i>	<i>"Do not remove a salmon from the water..."</i>	B: 67%

Display

A

Season: June 19–21;
June 23; June 26–28;
June 30; July 2–4; July
6; July 9–11; July 13;
July 16–18; and July
20.

B

Jan. 1–June 18	Open to all species, including king salmon.
June 19–22	Closed to all fishing.
June 23–25	Open to all species, including king salmon.
June 26–29	Closed to all fishing.
June 30–July 2	Open to all species, including king salmon.
July 3–13	Closed to all fishing.
July 14–Dec. 31	Open to all species, except king salmon.

Display

A

Season: June 19–21;
June 23; June 26–28;
June 30; July 2–4; July
6; July 9–11; July 13;
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B

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July 3–13	Closed to all fishing.
July 14–Dec. 31	Open to all species, except king salmon.

93%

Recommendations

- Use tables whenever possible.
- Update phrasing in booklets and in Content Management System:
 - Positive language (when something is allowed)
 - Active voice (address people directly as “you”)
 - Injunctive phrasing with “must” (“you must do”)

Recommendations

- Reduce and simplify regulations. This refrain occurred across all phases of this project.
 - As one resident observed on the survey, “instead of continuing to add new regulations every year, try REMOVING some regulations to make fishing, and hunting, easier for us residents.”

Implementation Plan

Reduce and Simplify Regulations

- Keep Board of Fisheries apprised
- Concerted systematic regulation review and ADF&G proposal development
 - Next 3-yr board cycle (2018/2019 through 2020/2021)
 - Reduce and simplify regulations
 - Balance regulation simplicity with fishing opportunity and conservation
- Staff analysis of regulatory proposals
 - effect on regulatory simplicity/complexity
 - communicate those effects to the board in staff comments for consideration

Build a Smartphone App

- Contracted with Alaska IT Group to refine key elements of an app and identify technical requirements – November 30.
- RFP for mobile app development ~ January 1
- Public release—???



Build a Smartphone App

- Incorporate functional elements consistent with results of survey.
 - Display applicable regulations in current location and at specific time where and when the user is specifically located, or for the specific location a user chooses.
 - Display regulations in other formats per user preference, i.e. species, area, etc.
 - Display in an obvious way where EOs are in effect.
 - Display digital, legally valid license, allow for in-app purchase using e-signature
 - Allow for the functional harvest recording for species with annual limits.

- Fish counts
- Fish species ID
- Tide charts
- Weather forecasts

Lower the Burden of Interpretation

- Content Management System
 - Will “house” regulations and deliver content to regulation booklet, web, and app
 - Initial completion phase – Spring 2019
- Sort and search functionality
 - Web & mobile app
 - Filter by area and species



Continue to Improve Regulation Booklets and Website

- Most popular sources for regulations
- “All in one place”
- Area- or species-specific regulation sets - TBD
 - booklets or e-booklets
 - fisheries with more complex regulations
 - Kenai River
 - Parks Highway
- Rephrase content to be consistent with survey responses and among web, mobile app and print versions – 2019 Regulation Summary Books

Support Indirect Forms of Communication

- “Word of Mouth”
- Under consideration by division communication team
- Examples
 - GovDelivery
 - Reel Times
 - Email
 - Timing



Rephrase Regulations

- Rephrase content
 - Positive phrasing-what is permissible versus what isn't.
 - Active phrasing-addresses people directly in second-person “you” form.
 - Injunctive phrasing-tells people what they must or must not do.
 - Tabular display of information instead of sentences or lists.
- 2019 Regulation booklets and web

Rewrite News Releases for Emergency Orders

- Rephrase consistent with regulation summary booklets
- Simple, jargon-free language
- Organize content
 - bullet points
 - clear definitions of geographic boundaries
- Include maps
- 2019 season

Statewide News Release

(Released: August 07, 2018)

Division of Sport Fish
Tom Brookover, Director
Anchorage Headquarters Office
333 Raspberry Road
Anchorage, AK 99518



Alaska Department of Fish and Game
Sam Cotten, Commissioner
P.O. Box 115526
Juneau, AK 99811-5526
www.adfg.alaska.gov

Contact: [Lisa Evans](#), Assistant Director
(907) 267-2330

Eklutna Tailrace Voted the Nation's Top Mom-Approved Fishing Location

(Eklutna Tailrace) – The results are in. The Eklutna Tailrace has been ranked as the Nation's top Mom-Approved fishing location.

Communicating Survey Results

- Final report available on department website.
- Distribution
 - Internally
 - Reel Times
 - Advisory Committees and Board
 - 2017 & 2018 licensed anglers
 - Sportsman's organizations
 - News Media
 - Other state fish and wildlife management agencies

Feedback

- Welcome any questions or feedback which can be directed to me at lisa.holt@alaska.gov