



# Marine Recreational Information Program

[NOAA's Marine Recreational Information Program](#)

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### 2015-2016 Implementation Plan Highlights

The Marine Recreational Information Program, or MRIP, is the way NOAA Fisheries is counting and reporting marine recreational catch and effort. It is a customer-driven initiative that not only produces better estimates, but does so through a process grounded in the principles of transparency, accountability, and engagement.

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## Updated MRIP Plan Highlights Strategic Approach, Regional Implementation, and Partner Collaboration

The [2015-2016 MRIP Implementation Plan Update](#) features new types of content presented in a new format. This design clearly links MRIP goals and milestones with the strategic framework that has guided the program since its inception.

Besides outlining MRIP team accomplishments and priorities for this fiscal year, this update includes new sections that paint a broader picture of the program and its impact. These sections highlight the federal-state-regional collaborative nature of MRIP as new recreational fishing data collection methods -- which have been meticulously designed and tested -- are implemented in the field.

For example, the update features three case studies demonstrating how work from one state or region is being leveraged in others, thereby maximizing the value of intellectual and financial resources that have been invested. These include:

- **Electronic Reporting on the West Coast** -- The Pacific States Marine Fisheries Commission began developing electronic reporting technologies through an MRIP pilot project in 2012. Now, follow-up studies have spread to encompass each West Coast state and different fishing modes.
- **Adapting Access Point Angler Intercept Survey (APAIS) Methods in Hawaii** -- In 2013, MRIP launched improvements to APAIS used to measure catch on the Atlantic and Gulf of Mexico Coasts. Among the many outcomes of this extensive re-design has been the launch of a pilot study to apply the lessons learned from the APAIS redesign to improving private boat surveys in Hawaii.
- **Atlantic and Gulf Coast Species-Specific Surveys** -  
- The MRIP collaboration has included work with Alabama, Florida, Mississippi, and Texas to develop surveys that can meet the unique management needs of each state when it comes to precision, timeliness, and coverage of single species surveys, including red snapper. With technical support from MRIP, each state

has designed its own red snapper survey and is beginning field testing.

This update also shows how the key program goals for 2016 align with MRIP strategies of evaluation, innovation, and implementation. Key initiatives outlined for the year include:

- **An Updated Review of MRIP Methods by the National Academies of Sciences, Engineering, and Medicine's Ocean Studies Board (OSB)** -- Following up on an earlier review by the OSB, the 2016 review will provide an independent assessment of the current status and direction of MRIP and, if necessary, recommendations for improvement.
- **Develop Electronic Reporting Methods** -- MRIP is extensively engaged in developing scientifically sound, statistically robust ways to use new technologies to increase the efficiency and accuracy of recreational fishing data collection.
- **Launch Regional Implementation Plans** -- As MRIP priorities continue to emphasize regional implementation of improved methods, these plans will clearly outline each region's needs for survey design choices and expanded data collection priorities that will meet their unique science and management needs, and the processes and resources necessary to implement them.
- **Transition to the Fishing Effort Survey (FES)** -- The FES is a mail-based survey of fishing trips that incorporates license and registration information to contact anglers, replacing the Coastal Household Telephone Survey (CHTS). Results from the FES and the CHTS are quite different in most cases, therefore, NOAA Fisheries is working closely with states and regions to develop a plan to transition from one set of numbers to another to ensure the integrity of the process and the long-term sustainability of marine resources.

Click [here](#) to read the complete 2015-2016 Implementation Plan. It includes at-a-glance looks at regional pilot study funding and program milestones, as well as complete MRIP Team reports.

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## Ask MRIP

Do you have questions about MRIP or our surveys? Ask us and we'll answer your question in an upcoming newsletter. If you've got a question about MRIP that you'd like answered, please e-mail Leah Sharpe at [Leah.Sharpe@noaa.gov](mailto:Leah.Sharpe@noaa.gov).

To learn more about improvements MRIP is making, visit our website at [www.countmyfish.noaa.gov](http://www.countmyfish.noaa.gov).