Electronic Data Collection for Angler Intercept Surveys: Expand and Extend

FY 2014 Proposal

Ed Hibsch

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1. Overview

1.1. Sponsor
Steve Williams

1.2. Focus Group
Survey Design and Evaluation

1.3. Background
In FY12/13, a MRIP project, “Electronic Data Collection: A Pilot Study” was approved for funding and subsequently launched. An electronic data collection has been developed for one fishing mode in one of the West coast states. Field testing is currently underway in the primary private boat sites in California. Immediate feedback from samplers testing the application required that some minor modifications be made in order to make the application easier for the samplers to navigate in the field. Early feedback from samplers and fishery management has been positive, indicatative of a strong belief that an electronic data collection device will be a viable means for collecting angler intercept survey data.

1.4. Project Description
This project is focused on making additional enhancements to the pilot project application, and also to create new spin-off versions of the application to be used in other fishing modes and by other states. Getting the application into the hands of the samplers who will use it on a daily basis has generated a number of great ideas for featues that can be added to fully utilize the latest technology and enhance the user interface of the application. This past year, the state of Washington indicated an interest in testing electonic data collection techniques in their Ocean Sampling Project port surveys. We were fortunate to be able to create one based on the California app using existing funding for the pilot project. We hope to continue to utilize the services of our technology vendor, Vitasys to further expand and extend the use of the application.

1.5. Public Description

1.6. Objectives
1. Make modifications to the existing application to better meet the needs of the samplers. This will include minor changes in selection lists, logic changes and adding validation indicators.2. Spin off the existing application to make versions that are suitable for the other fishing modes in California: Beach/Bank, Man-made, Secondary private launch sites, and on-board Commercial Passenger Fishing Vessel (CPFV).3. Adapt the existing application to be used by other states/programs. There is addtional interest for use in Puget Sound and possibly in Oregon.

1.7. References
Electronic Data Collection for Angler Intercept Surveys: A Pilot Project

2. Methodology

2.1. Methodology
Each enhanced/additional version will go through a Assess/Design/Implement sequence:Assess: Obtain and review documentation provided by stakeholders to gain an understanding of commonalities and differences with existing application versions.Meet with state's survey leads to confirm understanding of data elements and current survey process.Design: Detail specifications of design changes and modifications necessary to build a new version of the application to meet the state's needs. Confirm completeness of the specifications with states' leads. Submit the completed specifications to our technology resource for a cost and timing estimate.Implement: Upon acceptance of the proposed cost and timing, our technology resource will program the specifications using the existing framework of previous versions. The same process will be followed for testing the application as was used in the pilot project.

2.2. Region
Pacific

2.3. Geographic Coverage
California, Washington, possibly Oregon

2.4. Temporal Coverage

2.5. Frequency

2.6. Unit of Analysis

2.7. Collection Mode

3. Communication

3.1. Internal Communication
Communication with programming vendor will be through regular email as required. Monthly MRIP project updates in MDMS.

3.2. External Communication
State program managers will be informed of project progress on an as needed basis. In most cases, this will be 2-3 times a month.

4. Assumptions/Constraints

4.1. New Data Collection
N

4.2. Is funding needed for this project?
Y

4.3. Funding Vehicle
RecFIN grant

4.4. Data Resources
Data resources from the pilot project will be leveraged for these modified survey versions.

4.5. Other Resources

4.6. Regulations

4.7. Other

5. Final Deliverables

5.1. Additional Reports

5.2. New Data Set(s)

5.3. New System(s)

6. Project Leadership

6.1. Project Leader and Members

First Name	Last Name	Title	Role	Organization	Email	Phone 1	Phone 2
Edward	Hibsch	Data Analyst/Programmer	Team Leader	PSMFC	ehibsch@psmfc.org	503-595-3100	

7. Project Estimates

7.1. Project Schedule

Task #	Schedule Description	Prerequisite	Schedule Start Date	Schedule Finish Date	Milestone
2	Design California alternate version specifications	1	05/01/2014	05/15/2014	
5	Asess Puget Sound survey version		02/03/2014	02/14/2014	
8	Implement: Field-test Puget Sound survey version	7	05/01/2014	06/30/2014	
3	Implement: Program California alternate versions	2	05/19/2014	07/15/2014	
4	Implement: Field-test California alternate versions	3	07/16/2014	09/15/2014	
6	Design Puget Sound survey version	5	02/17/2014	02/28/2014	
1	Asssess California version modifications		04/01/2014	04/30/2014	
7	Implement: Program Puget Sound survey version	6	03/03/2014	04/30/2014	

7.2. Cost Estimates

Cost Name	Cost Description	Cost Amount	Date Needed
Programming: Puget Sound	Programming for Puget Sound survey version	$15000.00	02/03/2014
Equipment	iPads and cases for Puget Sound field-testing	$4000.00	04/01/2014
Programming: California	Programming California alternate versions	$20000.00	06/02/2014
TOTAL COST		$39000.00	

8. Risk

8.1. Project Risk

Risk Description	Risk Impact	Risk Probability	Risk Mitigation Approach
State resources will need to be made available for field testing the application. Budget constraints may prohibit this.	Testing of the application will be limited to available resources which may be minimal. This will result in less extensive testing than desired.	Medium	Communicating with state program managers to effectively coordinate resource allocation in advance of need in the field.

9. Supporting Documents