

## **Proposal to Provide Analytics Support for the Gulf of Alaska Trawl Electronic Monitoring Incentive Plan Agreement (TEM IPA)**

Submitted to:

Gulf of Alaska Trawl Electronic Monitoring Association

Attention: Chelsae Radell, Assistant Director, Alaska Groundfish Data Bank

Submitted by:

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### **1. Executive Summary**

Fisherman First proposes to deliver a customized analytics and compliance platform to support the TEM IPA Manager in meeting the regulatory, reporting, and coordination requirements of the Gulf of Alaska Trawl Electronic Monitoring Incentive Plan Agreement (TEM IPA).

The TEM IPA requires careful oversight of trip limits, Maximum Retainable Amounts (MRAs), bycatch hotspot monitoring, vessel communications, and preparation of annual reports to the North Pacific Fishery Management Council. Today, these tasks are largely manual, dependent on spreadsheets and reconciliation of NMFS databases, processor fish tickets, and observer/EM records.

Our platform is designed to reduce this burden by:

- Consolidating data from NMFS post-season databases, eLandings, and processor reports into a single system.
- Automating assessments for Trip Limits, MRAs, and egregious trip overages, with clear vessel-level summaries.
- Generating deliverables such as data for vessel handouts, post-season Board summaries, and Council reporting.
- Providing dashboards and alerts for the IPA Manager to monitor in-season compliance, communicate with vessels, and preparations for Board and Council materials.

By tailoring the system directly to the TEM IPA's obligations, Fisherman First will help the Manager focus on stakeholder communication, cooperative governance, and regulatory compliance—while reducing manual work and improving data integrity.

### **2. Experience and Qualifications**

Fisherman First brings extensive experience in data management, compliance-driven analytics, and program support for organizations with complex reporting and governance

requirements.

Relevant Qualifications:

- Data Management & Accuracy – More than a decade designing systems to process and validate high-volume data for organizations such as Redfin and Nordstrom, ensuring reliability for compliance monitoring.
- Rule-Based Assessments – Delivered automated solutions that apply complex program rules to large datasets, directly relevant to Trip Limit and MRA overage assessments (work with Toast and Amplitude).
- Regulatory & Board Reporting – Skilled in producing written and visual reports—tables, charts, dashboards—that translate raw data into clear insights for Boards, regulators, and executives (experience at Toast, Hulu, and Amazon).
- Confidentiality & Security – Proven record managing sensitive operational data securely, in line with confidentiality requirements (Amplitude, Toast).
- Program Support – Extensive experience supporting leadership teams with adherence tracking, forecasting, and program monitoring (Toast, Nordstrom).

This experience demonstrates Fisherman First's ability to provide the TEM IPA Manager with the tools, analytics, and support required to ensure compliance, improve efficiency, and fulfill the obligations of the program.

### 3. Approach and Methodology

The Fisherman First platform is designed to directly support the responsibilities outlined in the TEM IPA RFP by providing tools for trip limit monitoring, Maximum Retainable Amount (MRA) tracking, bycatch hotspot monitoring, vessel communications, and automated data preparation for reports to the Board and the Council.

Data Handling:

- Processor Landings Reports – Ingest in-season fish ticket exports via secure email, enabling timely vessel-level tracking of pollock deliveries, 4-trip rolling averages, and incidental catch levels.
- NMFS Post-Season Databases – Import and validate post-season datasets to calculate Trip Limit and MRA performance.
- eLandings Data – Standardize and reconcile eLandings submissions, ensuring correct TEM coding and accurate calculation of Trip Limits and MRAs.
- Observer/EM Data – Integrate PSC data (salmon, halibut, crab) to support hotspot monitoring and bycatch compliance. An add-on for preliminary vessel-level data entry (captain estimate) as needed.

Analytics Deliverables:

- Trip Limit and MRA Monitoring – Dashboards summarizing pollock deliveries, rolling 4-trip averages, egregious trip flags (>335,000 lbs), and MRA performance against CFR Table 10 thresholds.

- Bycatch Hotspot Monitoring – Tools to identify emerging PSC hotspots (e.g., salmon, halibut) using observer and EM data, with automated alerts and vessel-level summaries to support proactive fleet communication.
- Vessel Handout Data – Provide the datasets required for IPA Manager–prepared vessel handouts, including Trip Limit, MRA, and PSC/bycatch performance metrics.
- Council and Board Reporting – Exportable tables, charts, and fleet-level summaries for inclusion in the annual written and oral Council report, as well as Board review materials.

Customization for the IPA Manager:

- Roster Management – Tools to track participating vessels, adherence agreements, and eligibility for inclusion in the TEM IPA.
- Report Generation – One-click exports in PDF, Excel, or PowerPoint data support for vessel handout data, Board packets, and Council presentations.
- Alerts – Configurable notifications when trip limits are exceeded, MRAs are violated, or PSC hotspots are detected.
- Confidentiality – All fisheries data handled securely, in line with NMFS and TEM IPA confidentiality requirements.

### 3a. Deliverables Matrix (Snapshot)

RFP Deliverable	Fisherman First LLC (Analytics Support)	IPA Manager (Management Duties)
Annual TEM IPA Agreement	Platform provides updated vessel lists, adherence tracking, and eligibility summaries.	Collect signed adherence agreements and submit packages to NMFS.
Pollock TEM IPA Vessel Handouts	Provide datasets needed to populate handouts (Trip Limit, MRA, PSC/bycatch metrics).	Compile full vessel handouts and communicate directly with operators.
Annual Written & Oral Council Report	Supply analytics outputs (tables, charts, summaries) for Council reporting.	Draft narrative, deliver oral presentation, represent the program.
Post-Season Summaries	Generate fleet/vessel-level summaries of Trip Limits, MRAs, and PSC hotspots.	Present summaries and manage the Board review process.
Meeting Agendas & Materials	Provide analytics support and summaries for overage tables and charts for Board packets.	Schedule/facilitate meetings, take minutes.

Financial Reports

Not included in scope.

Maintain QuickBooks,  
prepare reports, file taxes.

#### 4. Implementation Plan

The Fisherman First platform will be implemented in phases, aligned with the annual workflow of the TEM IPA Manager and the program's regulatory deadlines. This ensures that required analytics are live in advance of the A and B Pollock seasons, and that the Manager has reliable data to prepare the NMFS submission, vessel communications, and Council/Board reports.

##### Phase 1 – Discovery & Transition (Nov–Dec 2025)

- Collaborate with the outgoing Manager during transition.
- Configure ingestion for processor fish tickets, NMFS post-season databases, and eLandings feeds.
- Establish vessel roster in the system.
- Deliver prototype dashboard for Trip Limit, MRA, and PSC monitoring.

##### Phase 2 – Pre-Season Configuration (Jan–Feb 2026)

- Deploy Trip Limit and MRA rules engine.
- Launch dashboards and vessel performance tables.
- Provide initial data extracts for IPA vessel handouts.
- Support January/February fleet and Board meetings with quota/MRA/PSC summaries.

##### Phase 3 – A Season Operations & Reporting (Mar–May 2026)

- Provide dashboards for in-season Trip Limit, MRA, and PSC hotspot monitoring.
- Generate datasets for vessel handouts and compliance updates.
- Supply analytics outputs (tables, charts, summaries) to support the Annual IPA Written & Oral Report to the Council (due May 15).
- Conduct full feature testing using A Season data.

##### Phase 4 – Enhancements for B Season (Jun–Sep 2026)

- Refine features based on A Season feedback.
- Add automation for 4-trip rolling average alerts and PSC hotspot detection.
- Expand MRA monitoring to capture area-based exceptions.
- Deliver Board-ready summaries for September meetings.

### Phase 5 – Annual Wrap-Up & IPA Agreement Support (Oct–Dec 2026)

- Provide updated vessel rosters and adherence summaries to support the Annual TEM IPA submission to NMFS (due Dec 1).
- Generate post-season Board summaries of Trip Limits, MRAs, and PSC hotspots.
- Review system performance, incorporate feedback, and prepare updates for the 2027 cycle.

### Timeline Snapshot (Nov 2025 – Dec 2026)

Phase	Timeline	Key Deliverables
Phase 1: Discovery & Transition	Nov–Dec 2025	Data ingestion setup, vessel roster, prototype dashboard
Phase 2: Pre-Season Configuration	Jan–Feb 2026	Rules engine live, dashboards, data for handouts, Board meeting support
Phase 3: A Season Operations & Reporting	Mar–May 2026	In-season monitoring, vessel datasets, Council report analytics
Phase 4: B Season Enhancements	Jun–Sep 2026	Feature refinements, PSC hotspot alerts, Board summaries
Phase 5: Wrap-Up & IPA Agreement	Oct–Dec 2026	NMFS submission support, post-season Board summaries, system review

## 5. Cost Proposal

Category	Description	Customer Support	Cost Structure
Initial Setup	Configure ingestion workflows (processor feeds, NMFS databases, eLandings), establish vessel roster, and implement Trip Limit/MRA rules.	Includes 20 hours of collaborative customization with the IPA Manager.	\$10,000 (one-time fee)

Annual Service	Ongoing ingestion, validation, Trip Limit and MRA tracking, PSC hotspot monitoring, generation of datasets for vessel handouts, and analytics support for Board/Council reporting.	N/A	\$10,000 (annual fee)
Customer Support	Ongoing platform assistance and customization updates. Includes 5 hours per month of analytics support; additional hours billed at \$150/hour.	5 hours/month	Included in service fee; additional billed at \$150/hour

## 6. References

Fisherman First LLC will provide references upon request.