

WDFW Mobile Fishing Regulations Application

New Frontiers in Public Outreach

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Why Take on Development of a Mobile Fishing Application?



- One of our most requested items from our angling community and advisory groups
- Identified as high priority during the Wild Future listening sessions

Nobody else is doing what we're doing

- Originally sought out private contractors
- No viable off-the-shelf solutions that met required functions and off-line capability
- Looked nationwide and couldn't find a similar application in other Agencies

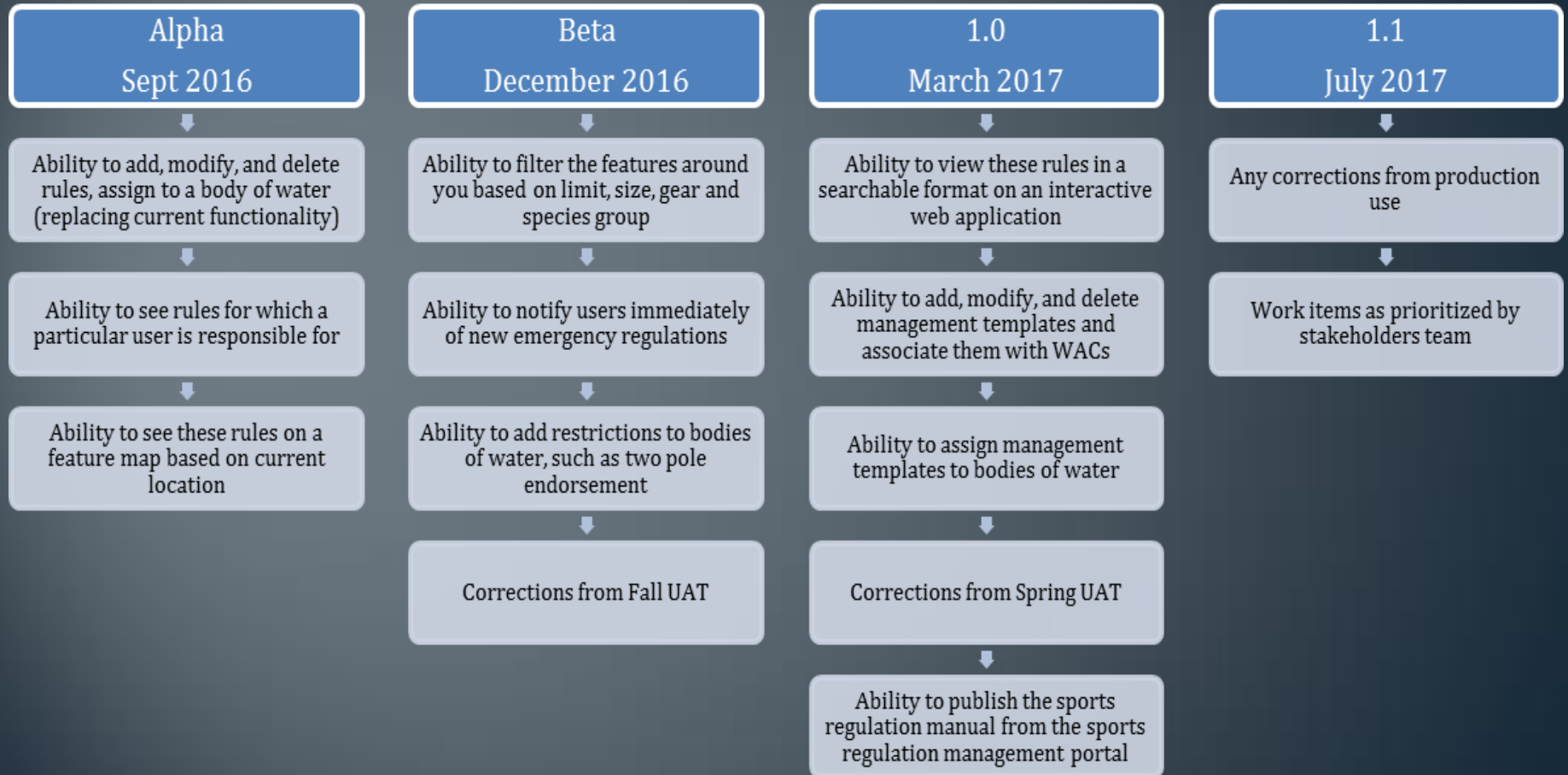
Philosophy/ Approach

- Highly skilled, cross-trained team / rapid development cycle / broad user input
- Efficient reusable components / agnostic architecture
- Leading edge technology
- Use free software where possible to control expenses
- Exploration of commercial ads funding for O&M

Demonstration

- Melody Alefteras

Timeline



Future Expansion Potential

- Future hunting mobile regulations application
- CRC reporting integration
- Integration with **Fish Washington** as a 'smart' fishing guide
- In-season fishing and hunting promotions & ad support
- Portable design - Could be replicated in other Natural Resource agencies with relative ease