



## Angler and Boating Participation Committee

Chair: John Arway (PA)

Vice-Chair: Greg Sheehan (UT)

Wednesday, September 14, 2016

9:00 am to 12:00 pm

106<sup>th</sup> Annual Association of Fish & Wildlife Agencies Meeting  
Marriott Downtown - Philadelphia, Pennsylvania

### Committee Charge:

Guide actions that maintain and enhance participation in angling, boating and other aquatic resource-based recreation including:

- Promoting policies that enhance aquatic-based recreational opportunities.
- Working with partners to identify barriers to participation and develop programs to overcome them.
- Facilitating the flow of information regarding trends in participation; benefit of enhancement programs; and costs of barriers to participation among partners, users and policy makers.

### Proposed Agenda:

**5 Minutes** Call to Order and Introductions *John Arway, PA*  
Review Agenda/Approval of Minutes  
March 2016 Meeting

- **Action Item**

Draft Agenda Reviewed and approve and March 2016 Draft Meeting Minutes  
Approved Motion - (Ken Kurzawski, TX) 2<sup>nd</sup> (Doug Nygren, KS)

**20 Minutes** RBFF Informational Update *Stephanie Hussey, RBFF*  
- State R3 Efforts  
(Informational)

Stephanie Hussey updated the Committee on a variety of RBFF Initiatives, including the 60 in 60 campaign, an effort to gain 60 Million Anglers in 60 months, an effort which began in January 2016. Also highlighted was a State Marketing workshop being held Dec. 13-15, 2016.  
(Presentation included in sendout)

**10 Minutes** Committee Approval of Committee R3 Resolution  
(ACTION ITEM) *Ryan Roberts, AFWA*

Resolution reviewed and approved to advance to resolutions committee. Resolution Was approved at AFWA Director's Business meeting.  
(Resolution included in sendout.)

**15 Minutes** SOBA Update (Informational) *Deborah Furrow, FWC  
Libby Yranski, NMMA*

Presentation from SOBA on Activities of States and preview of upcoming October Board meeting for SOBA. Update included SOBA attendance at the American Boating Congress, RBFF lapsed boater data collection, SOBA task forces, SOBA membership – boat access tool

**30 Minutes** PA FBC Business/Marketing Collaboration *Dr. Judd Michael, PSU*  
w/ Penn State University  
(Informational)

Presentation from Dr. Judd Michael and Ryan Laudermilch on a project implemented At Penn State University to develop a business plan for the PA Fish and Boat Commission and analyze what the agency is currently doing for license sales.  
(presentation included in committee send out.)

**5 Minutes** Update from the Sportfishing and Boating Partnership Council  
(Informational)

Brian Bohnsack provided an update on activities of the Sportfishing and Boating Partnership Council and highlighting an upcoming meeting in November in DC.

**10 Minutes** FWS Sport Fish Restoration & Boating Trust Fund Program Update  
(Informational) *Tom Busiahn, FWS*

Tom Busiahn provided a short update regarding the Sportfish Restoration & Boating Trust Fund (presentation provided). Apportionment to States highlighted through 2016. Fishing Participation, Paid License Holders, Fishing License Revenues as well as an increase in Motor Boat registrations highlighted.

**10 Minutes** Pennsylvania Bass Field School (Informational) *Michele Kittell,  
Wildlife Leadership Academy*

Michele Kittell provided an education program established in Pennsylvania for youth ages 14-17

MISSION: To engage and empower youth to become Conservation Ambassadors in order to ensure a sustained wildlife, fisheries and natural resources legacy for future generations.

The School teaches:

- Understanding Ecosystems
- Fisheries biology
- Limnology
- Monitoring and research

As well as:

- Leadership Skills
- Communication
- Critical thinking
- Team work

A cooperative initiative of state agencies and conservation organizations  
Pennsylvania Fish & Boat Commission  
Pennsylvania Game Commission and more.

Each field school focuses on a primary species as a springboard for exploring ecological concepts and management issues.

(Presentation included in sendout)

**20 Minutes** Boating Legislative Update *Jen Mock-Schaeffer, AFWA*  
(Informational)

(Legislative Update included in sendout)

**10 Minutes** NMMA Update *Nicole Vasilaros, NMMA*  
- Key Biscayne NP  
- E-15 Update  
(Informational)

Lots of movement and pushback still on E-15. Still a push by legislators to provide More E-15 in the marketplace. Lots of pushback from the sportfishing and boating Community. EPA released an updated RFS in the last couple of months that Everyone is going and the agency is accepting feedback.

Key Biscayne fishing access has been limited by the NPS and it is a concern as there Has been little input or dialogue with state agency or taking into consideration input from the angling community. Will keep the committee posted on any updates.

**15 Minutes** State Data Dashboard Development *Rob Southwick,*  
(Informational) *Southwick Associates*

Tracking participation and revenue trends via Data Dashboards

Background

- WAFWA /OR/WY/MT

- Scorecard' was needed:
- Are efforts working?
- Where can we make improvements?
- How does it relate to National R3 Plan?

A simpler approach is needed:

- Easy to produce & update
- Cost effective
- Automated 'Data Dashboards' solution
- Based on Tableau software
- Fishing and hunting (boating, trapping, etc. too)

Dashboard provides prominent use of visuals to quickly grasp patterns and trends. Collectively you can discover patterns and connections.

Dashboard provides customized info:

- License buying rates of Hunter Ed grads
- Track special R3 strategies, draw applications, etc.
- Evaluate targeted marketing efforts
- County level insights
- Opportunity to track regional and national trends
- Quarterly is optimal
- CAHSS to act as initial facilitator as part of the National R3 Plan efforts.
- Fishing is equally included

(Presentation included in sendout)

**10 Minutes** National Survey Update

*John Arway, PA*

2016 Survey Background

• AFWA National Survey Technical Workgroup charged with exploring different methodologies while "bridging" with previous surveys.

- Two 2016 surveys are being conducted
- :
- National Survey with previous methodology (FWS, Census)
- 50 State Survey using mailings, different sample frame (Rockville Institute - RI)
- Two questions added to screener on shooting sports.

2016 Survey -Next Steps

- MSCG-funded evaluation team proposed for 2017-2018 to:

-Evaluate effectiveness of two Methodologies

- Assess national level and state level data from the two surveys.
- Make recommendations for 2021 survey

#### Tasks in 2017

-Data ready for analysis; national preliminary overview and state preliminary overview tabulated estimates to project coordinator in electronic format (June for final review)

-Special Pilot

-Study Preliminary National Overview dataset available to project coordinator in electronic form (June for final review)

-Preliminary State Overview delivered (June for review)

-Final version of Special Pilot

-Study National Report delivered for evaluation purposes (August)

-Public use data file in electronic form, ready for distribution on request (August)

-State Reports released as available (RI -December)

-National report publication (FWS  
- March 2018 due to cash flow issues)

#### New Shooting Sports Module

- Technical work group working with NSSF and ATA to develop possible new module for Recreational Shooting.

- New module will be included in RFP for consideration in 2021 survey depending on cost.

Alternative funding not yet identified.

(Presentation included in sendout)

