



Angler and Boating Participation Committee
Chair: Ty Gray (AZ)
Vice-Chair: Kris McCarthy (MA)

Wednesday, March 28, 2018
1:00 pm to 4:00 pm

83rd North American Wildlife and Natural Resources Conference
Hilton The Main - Norfolk, Virginia

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:

1:00 PM Call to Order and Introductions *Ty Gray, AZ*
Review (Approve Draft) Agenda/Approval of Minutes (September 2017 Meeting)
• **Action Item**

September Minutes Approved by acclamation

1:10 PM AFWA Angler R3 Task Force Recommendations *Ryan Roberts, AFWA*
Dave Chanda, RBFF
• **Action Item**
(Committee Endorsement of Report)

*This Item was moved up on the agenda. The Committee was briefed on the President's Task Force Report on Angler R3 that was sent to the committee in Early March. Dave Chanda (RBFF) covered the Task Force findings for each of the recommendations. The five Task Force recommendations are as follows:

1. Commit to developing an angler R3 plan which identifies desired outcomes and objectives.
2. Commit to reallocation of sufficient agency resources (staff and funding) to ensure that initiatives to recruit, retain and reactivate anglers can be successful.
3. Commit to establishing a full- time Angler R3 Manager.
4. Commit to Customer Relationship Management (CRM). Develop a complete system/database (electronic or other mechanism) to track and communicate with all agency customers.
5. Commit to establishing a repository/clearinghouse where state agencies can share angler R3 efforts to include programs that were a success, as well as those that did not achieve the desired results, so that successful R3 efforts can be replicated.

The Committee received some questions regarding the findings, but ultimately endorsed the report as a good guidance tool to be forwarded to the AFWA Executive Committee for approval and to move the Report to the AFWA Directors Business Meeting for Approval.

Committee Action: Endorsement of AFWA President’s Task Force Report on Angler R3

1:30 PM Threat of AIS to Access
(Informational)

Pat Conzemius, WF

Fact sheet distributed (Included in Committee Distribution). Changed some of their messaging related to Clean, Drain Dry. Statistics now available directly related to Aquatic Invasive Species (AIS) impediments on Waterways. There have been closures at lakes due to AIS in MN and this seems to be something that could become a concern nationally. Pat provided his contact information if there is anything in your state directly related to AIS closures to please contact him. Pat’s email address is:
pconzemius@wildlifeforever.org.

Arizona Fish Chief Chris Cantrell, discussed challenges with AIS in Lake Havasu.

Fact sheet discussed a CD3 Machine to respond to AIS threats. It was mentioned that the cost of the machine \$25,000 and has a 7-10 year life span.

1:45 PM Aquatic Resources Education Assoc. Update
(Informational)

Barb Gigar, IA

RBFF Anually hosts a State Marketing Workshop. Also has developed a planning guide document that is a resource for state agencies. It includes:

Overall R3 planning considerations
Marketing planning aspects
Worksheet to assess current angler R3 efforts

RBFF is also working on providing additional R3 Resources for states, including:

Hired consultants to help provide state agencies with R3 planning support (DJ Case & Associates; Matt Dunfee/WMI):

R3 Workshop facilitation, R3 plan writing and development, Review of draft R3 plans

RBFF will also be involved in a professionals offering on R3 this Summer at NCTC:

Partnered with NCTC/USFWS, MAT/AFWA, CAHSS and WMI to develop and offer R3 training, Budgeted to support travel for state R3 coordinators to attend, Scheduled for June 11-14, 2018.

RBFF also discussed thier vision for R3, which included the below elements:

- Every state has an R3 strategic plan integrated throughout the agency, which
- includes a marketing component
- Every state has at least one R3 coordinator
- Every state commits sufficient funding to ensure R3 success
- Every state provides continuing education for marketing/R3 efforts

RBFF also has a website dedicated to R3: TakeMeFishing.org/R3

2:20 PM SOBA Update
(Informational)

Preston Smith, VA

Preston Smith provided an overview of the States Organization for Boating Access (SOBA) and discussed how SOBA can help states promote boating programs through Their organization. SOBA has been working in 2017 and 2018 on updating its Boat ramp inventory across several station. Boat ramp information up on www.RBFF.com

Preston also discussed the upcoming SOBA National Meeting in Duluth, MN (September 2018.) details on the meeting include:

SOBA's 2018 Annual Boating Access Conference

Access is the Bridge to Superior Water Recreation Experiences

September 24 – 27, 2018

The Holiday Inn & Suites Duluth
Duluth Entertainment Convention Center (DECC)
Duluth, Minnesota

SOBA's 2018 Annual Conference will be held at the DECC in Duluth, Minnesota.

Registration is now open! For more information, please visit:
<http://www.sobaus.org/conference/conference13.html>

The conference theme is “Access is the Bridge to Superior Water Recreation Experiences.” This theme was chosen to reflect how important access is to people’s enjoyment of water. Lake Superior, one of the world’s largest freshwater lakes and the greatest of the great lakes will provide a stunning backdrop to the conference. We will highlight challenges in developing and maintaining boating access and will provide the opportunity to showcase products, services, and solutions designed to meet those challenges.

2:35 PM Participation Survey Updates *Rob Southwick, SA*
- Economic Impact Report (ASA)
- Data Dashboards
(Informational)

Rob Southwick provided an update on the sport fishing and Boating industry and discussed an ASA grant that Southwick and Associates is working on related to surveying customers and capturing information from R3 related events to gauge if events were successful. Southwick and Associates has identified events and is working with states on capturing information. This information will likely provide great information for states to use. Rob also discussed developments with data dashboards and also indicated that at the end of April, National economic report will be released.

2:50 PM US FWS Sport Fish Restoration Program Update *Bob Curry, USFWS*
(Informational)

The Wildlife and Sport Fish Restoration Program (WSFR) will continue to promote a safe and welcoming workplace in support of an engaged, enthusiastic and knowledgeable workforce that effectively administers grants in accordance with our core values and applicable laws, policies, and regulations. In addition, WSFR will strive to implement the following priority actions in support of our FY2018 Program

Goals:

-Strengthen the WSFR Partnership by:

Working with stakeholders to utilize the Program Management Analysis to develop a shared vision for administration of the WSFR program;

Actively engaging with state and industry partners on issues of joint interest through informed participation on and leadership of: summits, committees, task forces, workgroups and trade shows; and Supporting partner efforts to recruit, retain and reactivate hunters and anglers.

-Improve the effectiveness and customer service of the WSFR Program by:

Initiating specific management actions that will improve the effectiveness of the WSFR program; Effectively managing the TRACS enhancement, including the evaluation of opportunities for outside income;

Developing a program-wide strategy for improved internal communication; and Participating on the Service's Joint Administrative Operations Project Team as the Financial Assistance Lead.

-Enhance the WSFR Partnership's funding, support and relevance by:

Completing the strategic communication planning process initiated in 2017 to include an outcome based implementation plan that will guide effective communication and messaging to various audiences; Assessing the cost effectiveness of the plan; and If cost effective, committing the necessary time and resources to implement the plan.

Shared vision for strengthening the WFSR program:

Program Management Analysis launched in 2016

Distributed Summary Report to State Directors in March 2018

Overview and next steps information presented at North American session Thursday morning

WSFR will work with stakeholders to develop shared vision

- NCTC is developing R3 training in partnership with AFWA MAT Team and support from RBFF, CAHSS & WMI.

Efforts are to improve access; support R3 efforts, and maintain or enhance SFR & WR funding.

Additional efforts include:

-Determine R3 eligibility

-Policy development

-Coordinating with Fishing and Hunting Chiefs under Refuges

2nd priority:

Navigating through Office of the Secretary of the Interior Review of Grants
Training state and federal staff
Regional Operations

We have been very effective at working with the Secretary's Office to obtain waivers for 3 our 3 biggest grant programs. This eliminates the month+ long review process so states can get money on the ground to manage resources and improve access.

Competitive grant programs > \$100K (BIG, CVA, NCW, SWG-C, TWG, MSCG) will require OS review

Land acquisition grants > \$50K require OS review

Another area we are striving to minimize WSFR review times are the Notice of Funding Opportunities.

NOFOs required by regulation for all grant programs Purpose of the NOFO – Inform applicants of the opportunity and requirements to apply for grants

NOFOs do not require OS review for 5 exempt programs
For competitive programs, NOFOs were cleared by DOI just last week, and we will be posting these soon to receive applications under our six competitive grant programs: BIG, CVA, NCW, SWG-C, TWG, MSCG

These activities strengthen our Partnerships with States and we hope to continue our successes of promptly moving grants and NOFOs through the DOI review processes.

Training is one of our biggest strengths, and our training Center trained nearly 500 federal and state staff last year.

In the Regions is where most of the on-the-ground work is done, and like States, we have dedicated professionals moving the needle

This is a huge workload involving environmental compliance, fiscal review, eligibility determinations and state-federal collaboration

WSFR Success in New Hampshire: New Hampshire's Fish and Game Department is using Sport Fish Restoration monies to fund their aquatic resources education program. They will deliver 60 Lets Go Fishing courses (ice fishing, fly tying, kayak fishing, fly fishing and basic fishing) this year to schools, parks and recreation

Departments, Scout groups, 4H, and Becoming an Outdoors-Woman program with nearly 2000 participants (estimated). In 2013, bass fishing became an official high school sport in New Hampshire and is supported by the department and their partners. SFR funds will continue to provide funding to educate children in New Hampshire schools about fishing and aquatic resources, and to teach families to fish and enjoy the outdoors. Photo: New Hampshire high school students bass fishing.

WSFR Success in AK: The Alaska Department of Fish and Game, in partnership with the City and Borough of Juneau, recently constructed a new recreational boating facility in Statter Harbor which offers a double-lane boat launch ramp, boarding float, 100 trailer parking spaces, and 84 vehicle parking spaces. It replaced an old ramp originally constructed in the 1960's and upgraded in the 1980's. The old facility could not be upgraded to address the needs of traffic flow, parking, pedestrian safety and ramp function at low tides. Juneau is surrounded by the ocean so boating and sport fishing are important recreational activities. Many boats do not have marina slips and are trailered to one of a few boat ramps on the Juneau road system, and a popular location is Statter Harbor.

WSFR Success in DC: The Market Docks BIG project, located at the Wharf Marina in southeast DC, consists of concrete floating docks for transient recreational vessels ranging in length from 26 to 90 feet in a combination of slips and side tie berths. Shore power and water are available at each slip and a portion of the side tie berths. The marina provides 2,343 linear feet of dockage (24 slips plus 37 side tie berths) of which 88% (54 berths) are designated for transient boats.

WSFR Success with CVA in CA.: California's Clean Vessel Act Program created Pumpout Nav. It is a revolutionary new app that allows recreational boaters to find operational pumpout stations, flag non-working units, and access an array of outreach and education material. It is a tool agencies can use to monitor pumpout stations and report their findings. Although Pumpout Nav currently only has information for marinas in California, it was created with the intent to expand to other States beginning in 2018. California's vision is to make Pumpout Nav a national resource to help boaters find pumpout and floating restroom facilities in all parts of the U.S.

3rd priority:

- In 2016, WSFR received clarification on our ability to use administrative funds for outreach and communications activities.

- November 2016, WSFR Senior Management met to begin initial scoping of development of a Strategic Communications Plan by defining the project's purpose and desired outcomes.

TRACS: - In 2016, WSFR received clarification on our ability to use administrative
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funds for outreach and communications activities.

- November 2016, WSFR Senior Management met to begin initial scoping of development of a Strategic Communications Plan by defining the project's purpose and desired outcomes.

The National Survey conducted by U.S. Census Bureau Preliminary 2016 National Survey Report released August 2017:

102 million Americans fished, hunted or wildlife watched

Spent over \$156 B, equal to 1% of the Gross Domestic Product

First time estimating recreational target shooters (32 M), and recreational archers (12 M) in U.S.

FINAL National Survey Report scheduled to be released March 2018

50-State Surveys conducted by Rockville Institute
State reports are scheduled to be released beginning in March 2018

National Survey
Conducted by U.S. Census Bureau
Estimates for United States and 4 States only (ME, MN, OK, VA)
Data collected by in-person and telephone interviews
Comparable to past National Surveys from 1991 – 2011

50-State Survey of Fishing, Hunting, and Wildlife-Associated Recreation

Conducted by Rockville Institute
Estimates for all 50 States
Data collected through mail questionnaire
Should not be compared to previous National Survey estimates for trends due to different methodology

contact info provided:

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3:05 PM 2018 National R3 Symposium Update *Samantha Pedder, CAHSS*
(Informational)

Samantha Pedder provided an update on the National R3 Symposium that will be held in May.

Details for the event include:

The National R3 Symposium is the first nation-wide event solely focused on resources and partnerships needed to secure the future of hunting, angling, target shooting, and boating. This meeting is the premier venue for the outdoor community to advance the field of outdoor recreation recruitment, retention and reactivation (R3) in the United States. The National R3 Symposium will provide an unparalleled opportunity for agencies, industries and NGO's to share, learn and develop the limitless opportunities our community now has to accelerate the current state of R3 effort and impact.

Join us at the [Lincoln Marriott Cornhusker Hotel](#) from May 21 – 23, 2018 and help us chart the path forward for the collective benefit of wildlife conservation and the American outdoor heritage.

A video was developed for the Symposium and can be found here:

<https://www.youtube.com/watch?v=sjXIQNqSysI>

3:15 PM The Future of Hunting and Fishing *Loren Chase, OR*
(Informational) *Samantha Pedder, CAHSS*

Samantha Pedder and Loren Chase presented on a project that Loren has been working on for the Council to Advance Hunting and Shooting Sports. This project focused on trends and figures of both hunters and anglers (aging out of the sport) and how that effects license sales of state fish and wildlife agencies. More will be developed with this project in the fall of 2018.

3:35 PM Sport Fishing and Boating Partnership Council Update *TBA, USFWS*
(Informational)

David Hoskins (FWS) provided an update on programs within the U.S. Fish and Wildlife Service, Fish and Aquatic Conservation Program. David updated the committee on the FAC program funding for programs across all of the programs for

FY18.

Scott Kovarkavics provided an update as Chair of the Sportfishing and Boating Partnership Council. The Council has been under a DOI moratorium in 2017 per a secretarial review of all FACA related Boards and Committees. The SFBPC will meet in Early April in Washington DC at DOI.

3:45 PM AFWA Committee Work Plan Review *Ryan Roberts, AFWA*
- NCN Discussion for 2019
(Committee Feedback)

Draft work plan for 2018 centered on the AFWA President's Task Force on Angler R3. This report will be shared with the Committee for suggestions and will be discussed again in September at AFWA Annual Meeting.

3:55 PM Meeting Wrap/Adjourn *Ty Gray, AZ*

Meeting Adjourned (Motion Rob Southwick, (second) Kris McCarthy.