

## Vision for State Investments in Canadian NAWMP Projects

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**Vision:** Association of Fish and Wildlife Agencies maximizes contributions in support of the \$10 million per year goal for U.S. non-federal match funding for North American Waterfowl Management Plan (NAWMP) projects in Canada.

### Guiding Principles of the Action Plan:

- Waterfowl are among North America's most highly valued natural resources.
- State agencies benefit from continental scale management of waterfowl habitat and financial investments in the breeding grounds provide economic and social benefits to the states.
- Wetland and associated upland conservation must increase in real terms and be focused on objectives identified in the 2012 NAWMP revision.
- Waterfowl populations should be sustained at objective levels across their natural ranges to provide ecological and socioeconomic benefits.
- Funding for waterfowl habitat initiatives should come from the hunting community, other conservationists, and public agencies.
- Protecting North American waterfowl populations and their habitats requires long-term planning and close coordination of management activities across North America.
- The U.S., Canada, and Mexico have made significant commitments to international migratory bird agreements and all partners should contribute to these commitments.
- Mutual accountability and transparency should continually improve to ensure continued public and private support for habitat investments.

## The Need for a New Action Plan

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The Association of Fish & Wildlife Agencies (AFWA) and its state members committed to a goal for states to collectively contribute up to \$10 million per year to North American Waterfowl Management Plan (NAWMP) projects on the Canadian breeding grounds. The Association created the goal in 1991 and renewed its commitment in 2011, however the goal has not yet been achieved and the need for breeding habitat remains vitally important for the future of waterfowl hunting and viewing in the United States.

Habitat projects on the Canadian waterfowl breeding grounds address many issues beyond just waterfowl. NAWMP partners have recognized that investing in wetland projects helps to address key issues such as: non-game bird species conservation, changing climatic conditions, alternative energy development pressures, conserving the boreal forest (which contains 35% of the world's wetlands), and the widespread impacts of wetland drainage.

States, as NAWMP partners, are leaders for initiating many projects in Canada. State funding provides non-federal monies which are matched by Ducks Unlimited and in turn matched by federal funds through the North American Wetland Conservation Act (NAWCA) and finally Canadian partners contribute funds, but it all starts with State contributions.

This Action Plan looks toward the future needs for waterfowl production in North America. It is an update to the Action Plan for 2011 to 2016, and it is necessary because many of the earlier actions have been completed or deemed no longer appropriate. Like the old plan, this new Action Plan for 2016 to 2021 outlines a path forward to coordinate the efforts of Canadian and U.S. partners to retain and restore waterfowl habitat in the breeding grounds. These habitat projects will contribute

significantly to the waterfowl and habitat goals and objectives of the 2012 NAWMP Revision and provide numerous benefits for migrating non-game species of importance to state agencies.

## **Critical Sustainability and Environmental Issues**

AFWA and the state agencies as key NAWMP partners play a significant role in contributing to the implementation of effective landscape level plans to address sustainability and environmental issues. The key issues include:

- Conserving the vast boreal forest region of Canada and Alaska that contains 35 percent of the world's wetlands and is home to 12 to 14 million breeding ducks— this amounts to approximately 40 percent of the continental breeding duck population in some years.
- Growing human populations, in North America and around the world, are increasing demands for fresh water, food, fiber, energy and living space, all of which contribute to continued loss and degradation of wetlands.
- Climate change is having a significant effect on weather patterns, directly affecting habitat quality and waterfowl population viability.
- Alternative energy sources like wind power and ethanol feedstock (fuel crops) production, thus land use conversion, have a direct impact on waterfowl conservation efforts.
- Governments, industries, communities and society as a whole are realizing the importance and value of our continent's "natural capital" and the tremendous goods and services we derive from it.
- Environmental health and sustainability contribute significantly to the quality of life in North America and the recent focus on environmental legislation, policy change, and initiatives such as provincial and state water conservation strategies, landscape approaches to protecting species at risk, and alternative energy development to deal with effects of

climate change, are evidence of society's ever changing demands.

- Resource-based industries are realizing the importance of maintaining a "social license" to operate and place greater emphasis on conservation and stewardship. Communities are placing greater emphasis on maintaining green spaces, conserving water and improving environmental health.

## **Structure of the Action Plan**

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The Action Plan contributes to building support from the hunting and non-hunting groups in the U.S. that will realize the plethora of benefits from the conservation of wetlands in Canada. Moreover, the Action Plan is structured to help state fish and wildlife agencies and their partners to take action to achieve the AFWA goal for states to collectively contribute \$10 million annually to habitat projects in Canada.

The action plan will be an "evergreen" document that should be updated and revised as actions are undertaken, new information becomes available, or as issues/situations change over time. A Task Force, consisting of state fish and wildlife agency directors and invited NGO members will oversee the implementation of the Action Plan on behalf of the Association of Fish and Wildlife Agencies.

## **Strategic Action Groups**

Four Strategic Action Groups or themes are identified within the Action Plan: (1) State Agency Direction; (2) Outreach and Communication; (3) Increasing Investments; and (4) Identifying Biological Connectivity. These overarching themes identify the need to develop appropriate information about the program and its benefits, and how the information can be communicated to the diverse audiences that will benefit from the program or who will support the funding initiatives. The Strategic Action Groups are

comprised of 23 specific Action Statements that have been prioritized by the Task Force members.

The Action Statements are intended to help build a community of support for conserving waterfowl populations and their habitat as set out in the goals and objectives of the 2012 NAWMP Revision. The actions may be targeted toward state agencies or they may be focused on supporter groups, such as hunters and birders. The relative priority of each action is indicated by the letter-code in parentheses at the end of each statement: high (H), med (M), and low (L).

Appendix A provides additional details for state agencies, NAWMP partners, and AFWA committees participating in the implementation of this action plan. The Appendix identifies target audiences and agencies or groups best positioned to implement the actions.

Tracking progress toward implementation of the action plan and reporting on the progress to state directors at the Association of Fish and Wildlife Agencies' annual meeting each fall will be the responsibility of AFWA's Task Force on State Contributions to Canada.

## **The Action Plan**

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### **Strategic Action Group One — State Agency Direction**

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Information is required to assist state wildlife agencies improve their understanding of the intent and benefits of investing in Canadian NAWMP/NAWCA initiatives. Directors and staff need current and relevant information to assist them in making strategic decisions about investing in habitat in Canada. Like the NAWMP and NAWCA, this program is founded upon partnerships, and it will continue to be dependent upon the effective collaboration of the many partners working to achieve AFWA's

goal of providing U.S. non-federal match for NAWCA funding of Canadian projects.

The Association's goal to have state wildlife agencies invest up to \$10 million per year in Canadian NAWMP/NAWCA projects is based primarily on the habitat needs in the Canadian breeding grounds. State agencies require comprehensive information about the identified habitat requirements to make effective decisions and to ensure their constituents are well informed about why the agency is investing resources outside of the state.

Actions in Group One will demonstrate the strong connections between the breeding grounds, flyways, and wintering areas of North American waterfowl. Actions will focus on the benefits of diverse, active partnerships to maintain and build support for state investments in habitat for waterfowl and non-game birds in Canada. The key partners and staff in each state will be identified and partnerships will be actively cultivated. Program "champions" within each state will be encouraged to reach out to others to diversify and broaden the partnerships. Canadian NAWMP partners will be engaged to help states better understand the program through the provision of current and strategic information about Canadian activities, accomplishments, and about how funds are targeted to address habitat needs in the most important landscapes in Canada.

#### **Actions:**

- 1.1 Host meetings between state directors, DU regional director, and NAWMP/NAWCA program contact(s) to create awareness of the program opportunities and benefits, and to rebuild the "State Champion" network of staff. (H)
- 1.2 Continually identify new and engage existing program champions in each state or state agency (game and non-game). (H)
- 1.3 Communicate funding goals and realistic expectations for agency increases for three, five, and ten year periods along with

projections of how the goals can be met.  
(L)

- 1.4 State agencies will be encouraged to take a more active role in organizing Canadian visits by encouraging commissioners, directors, and staff to participate and to work with Canadian partners to plan visits.  
(L)

## **Strategic Action Group Two — Outreach and Communications**

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New information needs to be collected, centrally stored, and organized in a manner that provides easy access by a variety of program partners and communicated to diverse audiences. Information needs to be appropriately distributed to the myriad of decision makers, hunters, birders, and other interested persons/groups. Effective communication tools and information products need to be developed and shared between Canadian and U.S. partners. Outreach and communication actions are intended to assist state wildlife agencies and non-government partners to disseminate information about the purpose, importance, and success of the State Agency Contributions to Canada Initiative.

To build and maintain a consistent, high level of support for continental wetland habitat programs, it is important that the NAWMP and NAWCA are widely recognized with their compelling benefits clearly and concisely described. Information should be provided to commissioners, directors, and agency staff in an ongoing fashion to encourage participation in continental scale programs for waterfowl habitat retention and restoration. Communications with state agency staff, conservation NGOs, and other stakeholders will provide significant opportunities to explain the benefits of state investments to the broader conservation community.

Actions in Group Two will develop materials to help inform legislators, commissioners, agency

directors and staff about NAWMP, NAWCA and state investment opportunities in Canada. Materials will be of various formats (short briefings, stories, reports, infographics, maps, and PowerPoints) and will be tailored to particular audiences to encourage participation in continental scale waterfowl habitat retention and restoration programs, while also demonstrating other non-game and ecological benefits. State-specific information will be developed to help illustrate locations of important waterfowl and non-game species that utilize and connect with both Canadian and state wetlands.

### **Actions:**

- 2.1 Prepare and distribute a new summary report and/or other information products (magazine articles, website materials, annual report for AFWA, etc.) for State Agencies, commissioners, governors, hunter groups, and birders, on Canadian accomplishments and state contributions to Canadian NAWCA projects (different than Habitat Matters). Also, develop a partnership “key message document” that clarifies the importance of all partners and identifies the common value and benefits to participation. Content could include a pie-chart of the “unfunded opportunity.”  
(H)
- 2.2 Provide program level annual report to all state directors at AFWA annual meetings to provide both accountability and encouragement to increase contributions [Include info such as: state contributions relative to their goals, leveraging ratio, habitat conserved, number of states with multi-year plans, etc.].  
(H)
- 2.3 Publicize and emphasize the conservation value (including band recovery/harvest information) of leveraging funds through state investments for Canadian projects and include in state reports, and other articles, reports, presentations, etc.  
(M)
- 2.4 Develop graphics (map, infographic, etc.) of waterfowl and other important wetland species’ breeding habitat in Canada and

- their wintering habitats in the U.S. to illustrate the importance and value of work done with state contributions. (L)
- 2.5 Distribute information on the history/successes of the program and identify publication opportunities (popular websites, state waterfowl web pages, flyways.org, individual flyway/Joint Venture web sites & newsletters, conservation magazine ads, etc.). (L)
  - 2.6 Create simple/low cost video, multi-media, PSAs, etc., for state or Joint Venture websites and expand information sharing to non-traditional groups like TNC, Audubon, other national bird groups. (L)

### **Strategic Action Group Three — Increasing Investments**

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State wildlife agencies work in partnership with federal and international government agencies, conservation groups, and many others to achieve their desired wildlife management objectives. Diverse funding sources are required to undertake the many conservation initiatives of state agencies, including investments in waterfowl breeding grounds outside state boundaries. State laws are diverse in terms of requirements to be able to use gifts, agreements, and contracts for habitat work. For example, different requirements exist for contracting with conservation organizations, utilizing federal aid grants, and funding projects through foundations. Legislation change and new administrative measures may be required in some states to support continental objectives of trilateral agreements such as the North American Waterfowl Management Plan.

States have jurisdictional responsibility for managing wildlife and their habitats, both game and non-game species. State wildlife agencies collectively invest in excess of \$1.5 billion annually from the Sport Fish and Wildlife Restoration program, revenues derived from sportsmen related activities, and from general revenue, license plate sales, special check-offs,

and/or dedicated taxes for species and habitat conservation. State wildlife agencies recognize the need for investing at the continental scale for management of migratory birds, especially waterfowl. However, with declining hunter numbers there is a need to identify new funding sources.

A number of actions need to be taken to assist state agencies assess their alternatives for securing new funds and to then develop appropriate agreements, processes, and other program or administrative materials. Actions in Group Three will assist state agencies to expand their funding sources and increase investments towards their annual target within the \$10M AFWA goal. Actions also will facilitate sharing of legislative and administrative approaches for dedicating revenues to international waterfowl habitat projects.

#### **Actions:**

- 3.1 Develop resource materials for State agencies, such as:
  - Descriptions of the various means states contribute to Canadian projects (i.e. state duck stamp, hunting license, non-game funds, and general revenue); categorize these based on source of funds; and develop and distribute a relevant information product to encourage investment in Canada;
  - Guidance document(s) on “how to use PR funds for Canadian projects,” including: state examples and grant templates (Note: PR funds should be additive to existing investments in Canada.);
  - A list of conservation agencies in the U.S. to partner with on projects in Canada to conserve non-game species and a list of mitigation and fine revenues that state agencies receive related to migratory birds and wetlands; and
  - Draft letters to help state agencies request judges to direct payments to a dedicated fund for contributions to Canadian projects.

- 3.2 Develop a business case for the investment of limited funding to partnerships that leverage funding and cause a greater conservation impact. Identify how much the state investment has contributed to the fall flight; the nexus between the state and the Canadian breeding grounds, etc.
- 3.3 Document the legislative approaches that have been used to overcome barriers to: (1) generate revenue that can be used for out of country projects; (2) permit funds to be used out of state; (3) permit funds to be used out-of-country; and (4) tap into non-traditional sources. Use this information to develop “model language” that could be used or easily modified.
- 3.4 Assess opportunities and assist states to use existing legislation or create new legislation for a Duck Stamp or Conservation Stamp program with a portion of the revenues directed toward the breeding grounds in Canada.
- 3.5 Inform state agencies that Pittman-Robertson (PR) funds are eligible to be used in Canada or could be matched by Canadian partners, and inform agencies that the WSFR Joint Task Force endorses using PR funds.

#### **Strategic Action Group Four — Identifying Biological Connectivity**

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State wildlife agencies work to achieve many wildlife management objectives, not just waterfowl conservation. The achievement of project results and benefits to continental population and habitat goals need to be measured and reported to states and regional/national organizations. The ecosystem benefits resulting from investments in wetlands and waterfowl breeding habitat go beyond the hunting community; they also provide significant benefits for a multitude of wildlife species.

Investments in wetlands and the associated upland waterfowl habitat contribute to a suite

of ecological goods and services, such as runoff attenuation, water quality improvement, erosion control, and carbon sequestration. These types of benefits can be realized locally, regionally, and internationally. These extended ecosystem benefits need to be documented and shared with state agencies and others involved in the decision making process for states investing in Canadian habitat projects. Although investment decisions regarding Canadian waterfowl habitat projects are based primarily on the benefits for waterfowl populations, many other non-game species also benefit from the habitat improvements and state agencies should consider benefits for all species when making investment decisions.

Actions in Group Four aim to improve the range, quality, and availability of information pertaining to the benefits of investing in Canadian breeding ground habitat projects. The importance of the linkages between investments in the waterfowl breeding grounds, migration habitat, and wintering grounds should be communicated to a broader audience than has traditionally received this type of information.

#### **Actions:**

- 4.1 Document the connection and potential benefits for each state between wetland habitat in Canada and non-game migratory birds identified in State Wildlife Action Plans (SWAP); NABCI goals; MBTA laws; and NAWCA goals—updating USGS species database with new SWAPs information will be invaluable. (H)
- 4.2 Develop band return maps for each state to illustrate the strong connections between the breeding grounds, flyways, and wintering areas. Use e-bird or other data for non-game species; SWAP species and involve Joint Ventures and state non-game specialists in the assessment of non-game benefits. Use maps and other materials to publicize the importance of breeding habitat in Canada to the overall life cycle needs of species by documenting



- connections of NAWCA breeding, migration, and wintering projects (probably only mallards and black ducks at this time, but expand in longer term) to include in other articles, reports, presentations, etc. (H)
- 4.3 Convey the urgency for states to invest in breeding ground/wintering habitat due to the rapid loss of habitat and the need to protect the remaining habitat and restore lost habitats [Note: several other actions contribute to or add value to this action]. (M)
  - 4.4 Draw parallels, in both natural resource management and economic terms, between funds contributed to projects in Canada and funds invested in NAWCA projects in contributing states to build the story that migratory, wintering, and breeding habitats are all important to meet waterfowl life cycle needs. (M)
  - 4.5 Compile and publish statistics and information on ecosystem benefits, use of wetlands by other wildlife, conservation needs, and economic benefits associated with wetlands, waterfowl hunting, and other uses of wetland habitat. (M)
  - 4.6 Inform U.S. audiences about targeting funds through Canadian Joint Ventures to address waterfowl habitat needs in the most important landscapes and report on Joint Venture projects. Include: support of non-game migratory species, ecological goods and services, Joint Venture goals, and efforts complementary to programs funded by States – identify what Joint Ventures do with State contributions; with emphasis on waterfowl and natural resources – do not over emphasize hunters vs non-hunters. (M)
  - 4.7 Identify and undertake additional analysis of the connections between non-game species in State Wildlife Action Plans, ecosystem services, and Canadian wetlands, and communicate the results. Provide maps of nexus for non-game species. (PIF interested in analysis of priority species connections to Canadian

Joint Venture priority or target landscapes.) (M)

- 4.8 Identify links and align Canadian proposals to contribute to U.S. Joint Venture goals, waterfowl habitat deficits, etc., and report on contributions to Joint Venture accomplishments. (i.e. PIF priority species by Canadian Joint Venture priority or target landscapes.) (M)

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## Background on State Contributions to Canada

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The Association of Fish & Wildlife Agencies (AFWA) established a Task Force in the fall of 2010 to examine the progress state agencies have made in contributing to the Association's goal for states to collectively contribute up to \$10 million per year to North American Waterfowl Management Plan (NAWMP) projects on the Canadian breeding grounds. The Association created this a goal in 1991, and renewed its commitment in 2011 based on the recommendation of the Task Force. The state fish and wildlife agencies have made great strides forward, with more states (40) investing in Canadian projects in 2016. They also set a record for the most money invested in a single year—\$3.426 million in 2015. However, the \$10 million goal has not yet been achieved and the need for breeding habitat remains vitally important for the future of waterfowl hunting and viewing in the United States.

Habitat projects on the Canadian breeding grounds address many issues beyond just waterfowl. NAWMP partners have recognized that investing in wetland projects helps to address key issues such as: conservation in the boreal forest (which contains 35% of the world's wetlands), habitat for non-game migratory bird species, ecological goods and services provided by wetlands and the associated uplands (i.e. carbon sequestration)

and direct impacts of wetland drainage such as damage caused by flooding. Additionally, NAWMP partners recognize that environmental health and sustainability contribute to the quality of life in North America. The general public and waterfowl hunters desire to have sound water conservation strategies, landscape-based approaches to conservation of wildlife and endangered species, sound planning models for energy development projects, and maintenance of green spaces and wild lands.

Canadian breeding ground projects built upon state funding are vitally important to hunters and other outdoor enthusiasts throughout North America because 70% of waterfowl breed in Canada, producing an average of 26 million ducks per year. State fish and wildlife agencies have been contributing to Canadian waterfowl habitat projects for 50 years. Since NAWMP was signed in 1986, State agencies have invested more than \$76 million in Canadian breeding ground projects, or 15.6 percent of all U.S. non-federal funding. Canadian provincial and territorial contributions have exceeded \$323 million.

## **The Next 5 Years – 2016 to 2021**

The NAWMP has pioneered a public private partnership approach, forging alliances to achieve healthy and sustainable landscapes. Its progress has relied on conservation organizations joining forces with federal, provincial, and state governments, industry, private companies, individuals and private landowners. Successful conservation depends on strong partnerships. Each partner has a unique interest and benefits directly by being part of and contributing to NAWMP initiatives.

While the unique and diverse partnerships have made significant gains, the task of conserving wetlands is a growing one. We are seeing new challenges as government policy emerges to address environmental issues such as wetlands

and water conservation, growing demand for energy, needs of endangered species, carbon sequestration, and sustainable resource development.

There are also prospects that provide a basis for optimism among the waterfowl community. The community continues to work with land owners to secure wetlands and the associated upland habitats to improve the biological foundations for waterfowl production. In addition, the waterfowl and broader bird conservation communities are exploring ways to better understand the human dimensions of waterfowl management which presents exciting opportunities for NAWMP partners.

Using new science and adaptive management principles, the Canadian North American Wetland Conservation Council and Joint Ventures have identified new short and long term needs:

### **Short Term Need**

Between 2015 and 2020, implementation plans prescribe NAWMP partners to secure) an additional 1.2M acres (540K ha), enhance 1.4M acres (573K ha) and ongoing management of 12.6M acres of habitat to maximize waterfowl returns. NAWMP partners will need an investment of \$700 M to achieve these objectives.

Note: EHJV numbers are incomplete — as of Aug 20<sup>th</sup>

### **Long Term Need**

Over the next 20 years NAWMP partners in Canada seek to conserve the National wetland base and migratory bird-valued natural areas through a thoughtful combination of habitat securement, enhancement, and management, promotion of sustainable land use, landowner incentives and progressive policy and regulation. The successful outcome of these investments will ensure continental conservation success of abundant and resilient waterfowl populations, as defined in the 2012 NAWMP Revision.



Continued support of NAWMP activities in Canada will ensure that North Americans continue to enjoy the benefits that our wetland resources provide throughout our flyways.

States need to maintain and expand their investment in the waterfowl breeding grounds for hunters to continue having opportunities to successfully harvest waterfowl, for non-hunters to increase their participation in outdoor recreation, and to ensure habitat exists for a broad diversity of wetland related species—game and non-game species. State agencies can contribute significantly to raising the awareness and understanding of the need for continental scale waterfowl management. They can show leadership by contributing toward the \$10 million goal established by AFWA

## **Appendix A**

### **Action Plan Priorities, Partners, and Audiences**

Action #	Action Description	Overall Rank	Relative Priority	Partners	Audiences
<b>State Agency Stewardship</b>					
1.1	Host meetings between state directors, DU regional director, and NAWMP/NAWCA program contacts to create awareness of the program opportunities and benefits, and to rebuild the “State Champion” network of staff.	1	H	DU, State agencies, AFWA, other NAWCA committee/partners, other waterfowl organizations, Executive Committee, USFWS leadership,	Waterfowl organization leaders (state chairs and regional director), new state agency directors/administrators, commissioners, and JV Coordinators, Waterfowl/Bird program coordinators
1.2	Continually identify new and engage existing program champions in each state or state agency (game and non-game).	3	H	State directors, DU, other conservation partners, AFWA, NAWCA partners	State directors, key agency staff, DU, Recommend identifying a champion from the state agency, plus an NGO champion in each state.
1.3	Communicate funding goals and realistic expectations for agency increases for three, five, and ten years periods along with projections of how the goals can be met (develop with state input).	20	L	State Agencies, AFWA, DU	Commissioners, Directors, Agency Administrators
1.4	State agencies will be encouraged to take a more active role in organizing Canadian visits by encouraging commissioners, directors, and staff to participate and to work with Canadian partners to plan visits.	23	L	DU, JVs, Canadian partners, state directors and staff	State Officials, State directors and commissioners (state decision-makers)
<b>Outreach and Communication</b>					
2.1	Prepare and distribute a new summary report and/or other information products (magazine articles, website materials, annual report for AFWA, etc.) for State Agencies, commissioners, governors, hunter groups, and birders, on Canadian accomplishments and state contributions to Canadian NAWCA projects (different than Habitat Matters). Also, develop a partnership “key message document” that clarifies the importance of all partners and identifies the common value and benefits to participation. Content could include a pie-chart of the “unfunded opportunity.”	2	H	DU, AFWA, Cdn JVs  DU, Technical Committees  State agency staff and/or waterfowl organization reps	State Agencies, hunter groups, and birders, Directors, Commissioners, Public (hunting and non-hunting), legislators

2.2	Provide program level annual report to all state directors at AFWA annual meetings to provide both accountability and encouragement to increase contributions [Include info such as: state contributions relative to their goals, leveraging ratio, habitat conserved, number of states with multi-year plans, etc.].	5	H	Bird Conservation Committee; Teaming with Wildlife Committee; Wildlife Resources Policy Committee; Flyway Council; Waterfowl Working Group; DU, State agencies, other NAWCA partners, NAWCA staff	State Agency Admin; State/U.S. Legislators; USFWS Leadership; Waterfowl enthusiasts; directors, agency constituents, Flyways
2.3	Publicize and emphasize the conservation value (including band recovery/harvest information) of leveraging funds through state investments for Canadian projects and include in state reports, and other articles, reports, presentations, etc.	9	M	Cdn JVs, Du, State agency staff, waterfowl organizations, AFWA, DU, other NAWCA partners, Waterfowl/Bird, Wildlife Diversity Program Coordinators	Hunters, State agency leadership/staff Agency constituents, State/US legislators, NGOs, public, waterfowl/birding community
2.4	Develop graphics (map, infographic, etc.) of waterfowl and other important wetland species' breeding habitat in Canada and their wintering habitats in the U.S. to illustrate the importance and value of work done with state contributions.	19	L	DU, Waterfowl organizations, AFWA; U.S./Canadian JVs; State Waterfowl/Bird/Wildlife Diversity Staff; USFWS	State Agency Admin; State/U.S. Legislators; USFWS Leadership; Waterfowl enthusiasts; general citizenry, Any audience as needed, graphics can be used in multiple comm materials
2.5	Distribute information on the history/successes of the program and identify publication opportunities (popular websites, state waterfowl web pages, flyways.org, individual flyway/Joint Venture web sites & newsletters, conservation magazine ads, etc.).	21	L	State Agency Admin; U.S./Canadian JVs; State Wildlife Diversity Staff; USFWS; DU; Flyway Council/Tech Comm; NAWMP/NAWCA program contact	State agencies – State legislators, constituents, other conservation groups, USFWS Leadership; Waterfowl enthusiasts; general public
2.6	Create simple/low cost video, multi-media, PSA, etc for state or Joint Venture websites and expand information sharing to non-traditional groups like TNC, Audubon, other national bird groups.	25	L	Canadian JV's, Bird Conservation Committee; Teaming with Wildlife Committee; Wildlife Resources Policy Committee; Flyway Council; Waterfowl Working Group; DU;	State Agency Admin; State/U.S. Legislators; USFWS Leadership; Waterfowl enthusiasts; general public; NGO partners
<b>Increasing Funding</b>					
3.1	Develop resource materials for State agencies, such as: <ul style="list-style-type: none"> <li>Descriptions of the various means states contribute to Canadian projects (i.e. state duck stamp, hunting license, non-game funds, and general revenue); categorize these</li> </ul>	4	H	State agencies directors & staff, DU, State Contributions Task Force, Technical Committees	State Agency Admin; State/U.S. Legislators; USFWS Leadership; WSFR staff, commissioners, Directors, Waterfowl enthusiasts; general public,

	<p>based on source of funds; and develop and distribute a relevant information product to encourage investment in Canada;</p> <ul style="list-style-type: none"> <li>Guidance document(s) on “how to us PR funds for Canadian projects,” including: state examples and grant templates. (Note: PR funds should be additive to existing investments in Canada.);</li> <li>A list of conservation agencies in the U.S. to partner with on projects in Canada to conserve non-game species and a list of mitigation and fine revenues that state agencies receive related to migratory birds and wetlands; and</li> <li>Draft letters to help state agencies request judges to direct payments to a dedicated fund for contributions to Canadian projects.</li> </ul>			AFWA, USFWS, DU, waterfowl organization grant or policy specialist, Canadian JV's	NGOs, State attorneys, conservation NGOs
3.2	Develop a business case for the investment of limited funding to partnerships that leverage funding and cause a greater conservation impact. Identify how much the state investment has contributed to the fall flight; the nexus between the state and the Canadian breeding grounds, etc.	8	H	DU, Delta, AFWA, DU, NAWCA partners, state agency staff, Canadian Partners, NAWCA staff, Technical Committees  JVs, Flyways, Canadian Partners	State agency administrators, Directors, legislators, flyways, public, agency constituents, NGOs, and other conservation groups
3.3	Document the legislative approaches that have been used to overcome barriers to: (1) generate revenue that can be used for out of country habitat; (2) permit funds to be used out of state; (3) permit funds to be used out-of-country; and (4) tap into non-traditional sources. Use this information to develop “model language” that could be used or easily modified.	10	M	State agencies, DU, waterfowl organization staff, AFWA State Contributions Task Force, NAWCA staff, Canadian Partners	Legislators, directors, commissioners, policy advocates
3.4	Assess opportunities and assist states to use existing legislation or create new legislation for a Duck Stamp or Conservation Stamp program with a portion of the revenues directed toward the breeding grounds in Canada.	18	L	DU, WMI, Directors	Directors, Legislators, General Public
3.5	Inform state agencies that Pittman-Robertson (PR) funds are eligible to be used in Canada or could be matched by Canadian partners, and inform agencies that the WSFR Joint Task Force endorses using PR funds.	24	L	AFWA, USFWS, state agency champions, waterfowl organization Canadian habitat or policy specialists	State agency administrators and staff, USFWS

Biological Connectivity					
4.1	Document the connection and potential benefits for each state between wetland habitat in Canada and non-game migratory birds identified in State Wildlife Action Plans (SWAP); NABCI goals; MBTA laws; and NAWCA goals—updating USGS species database with new SWAP information will be invaluable. Caution: there is risk for alienating core program supporters.	6	H	AFWA, DU, other NAWCA partners, State Agencies & NGOs, USFWS Migratory Bird Division, US & Canadian JVs, Non-game Tech Committee, Wildlife Diversity Staff, NABCI	Other State/federal agencies, USFWS leadership, & NGOs, commissioners, Directors, legislators, mid-level administrators, waterfowl enthusiasts, public
4.2	Develop band return maps for each state to illustrate the strong connections between the breeding grounds, flyways, and wintering areas. Use e-bird or other data for non-game species; SWAP species and involve Joint Ventures and state non-game specialists in the assessment of non-game benefits. Use maps and other materials to publicize the importance of breeding habitat in Canada to the overall life cycle needs of species by documenting connections of NAWCA breeding, migration, and wintering projects (probably only mallards and black ducks at this time, but expand in longer term) to include in other articles, reports, presentations, etc.	7	H	USGS, waterfowl organizations, State Agencies, DU, FWS, Technical Committees, U.S./Canadian JVs; USFWS; State/Canadian Waterfowl and Non-game Program Coordinators  State agency biologists, waterfowl organizations, AFWA, DU, other NAWCA partners	Public, Commissioners, Directors, State Agency Admin; Flyway Council and Tech Rep members; waterfowl enthusiasts; general citizenry; State and U.S. Legislators where appropriate  State agency leaders/staff, legislators, public, agency constituents
4.3	Convey the urgency for states to invest in breeding ground/wintering habitat due to the rapid loss of habitat and the need to protect the remaining habitat and restore lost habitats [Note: several other actions contribute to or add value to this action].	11	M	DU, State agencies, AFWA, other NAWCA partners, Canadian partners	Commissioners and state directors, management staff, waterfowl hunters, other agency constituents
4.4	Draw parallels, in both natural resource management and economic terms, between funds contributed to projects in Canada and funds invested in NAWCA projects in contributing states to build the story that migratory, wintering, and breeding habitats are all important to meet waterfowl life cycle needs.	12	M	States, Provinces, NGOs, Federal Agencies, DU, US & Canadian JVs, USFWS?, State agency staff, waterfowl organizations, NAWCA	State Agency Admin; State/U.S. Legislators; USFWS Leadership; Waterfowl enthusiasts; general citizenry
4.5	Compile and publish statistics and information on ecosystem benefits, use of wetlands by other wildlife, conservation needs, and economic benefits associated with wetlands, waterfowl hunting, and other uses of wetland habitat.	13	M	AFWA, DU, other NAWCA partners, State Agencies, Provinces, Federal Agencies, JVs, Waterfowl/Bird/Wildlife Diversity Program Coordinators	State Agency Admin; State/U.S. Legislators; USFWS Leadership; Waterfowl enthusiasts; NGOs Public



4.6	Inform U.S. audiences about targeting funds through Canadian Joint Ventures to address waterfowl habitat needs in the most important landscapes and report on Joint Venture projects. Include: support of non-game migratory species, ecological goods and services, Joint Venture goals, and efforts complementary to programs funded by States – identify what Joint Ventures do with State contributions; with emphasis on waterfowl and natural resources – do not over emphasize hunters vs non-hunters.	14	M	States, AFWA, NAWCA partners & Canadian Partners, U.S./Canadian JVs; USFWS; Waterfowl/Bird/Wildlife Diversity Program Coordinators; DU	Broad audience, States, traditional constituents, State/U.S. Legislators; waterfowl/birding community; general public
4.7	Identify and undertake additional analysis of the connections between non-game species in State Wildlife Action Plans, ecosystem services, and Canadian wetlands, and communicate the results. Provide maps of nexus for non-game species. (PIF interested in analysis of priority species connections to Canadian Joint Venture priority or target landscapes.)	16	M	State Agency Admin; U.S./Canadian JVs; State Wildlife Diversity Staff; USFWS; DU; NAWMP Committee	Conservation groups, state directors, commissioners, State Agency Admin; State/U.S. Legislators; USFWS Leadership; Waterfowl enthusiasts; general public
4.8	Identify links and align Canadian proposals to contribute to U.S. Joint Venture goals, waterfowl habitat deficits, etc., and report on contributions to Joint Venture accomplishments. (i.e. PIF priority species by Canadian Joint Venture priority or target landscapes.)	17	M	DU, Cdn JVs, US JV Coordinators, Biologists, AFWA, other NAWCA partners and Cdn partners	JVs, states, USFWS, bird groups, NGOs, Directors

*Note: Some “rank” numbers missing because they were incorporated into a higher ranking action item.*