

## **FY 2025 Multistate Conservation Grant Program Strategic Priorities**

### **1. Conservation & Science**

- A. Climate Change
- B. Fish and Wildlife Health (“One Health”)
- C. Human Dimensions & Conservation Social Science
- D. Invasive Species
- E. Emerging Technologies for fish and wildlife management

### **2. Expanding Relevancy and Engagement (ERE)**

- A. Enhancing Conservation Through Broader Engagement
- B. Enhance efforts to make fish and wildlife-based recreation accessible and welcoming to everyone, emphasizing actions targeting underrepresented groups.
- C. Research

### **3. Capacity Building, Conservation Education, and Coordination of Conservation Policies**

- A. Leadership Development
- B. Conservation Education
- C. Coordination of Conservation Policies
- D. Integration of Law Enforcement

### **4. AFWA Priorities Identified in AFWA Funding Principles (submitted by ExCom)**

- A. Management Assistance Team
- B. Management of the MSCGP Program
- C. CITES and International Conservation Programs and Their Impact on State Agencies
- D. Coordination of Conservation on a National Scale
- E. National Survey of Fishing, Hunting and Wildlife-Associated Recreation

### **5. Recruitment, Retention, Reactivation (R3)**

- A. Marketing
  - B. Engaging Participants
  - C. Monitoring and Evaluation
  - D. Hunting and Shooting Sports Access and Infrastructure
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## 1. *Conservation and Science*

- A. Climate Change
- B. Fish and Wildlife Health (“One Health”)
- C. Human Dimensions & Conservation Social Science
- D. Invasive Species
- E. Emerging Technologies for fish and wildlife management

### RATIONALE

Several surveys have documented that AFWA agencies recognize climate change, invasive species, and fish and wildlife disease as the most significant challenges to science-based natural resource management in the 21<sup>st</sup> century. These same surveys also highlight the importance of applying advanced technologies (e.g., eDNA methods) and cross-jurisdictional collaborations to efficient and effective conservation. In response to these priorities, we propose that the National Grants Committee use the survey results to establish funding priorities for the Multistate Conservation Grant Program.

### DEFINITIONS

For this grant priority, the terms climate change, invasive species, and fish and wildlife disease mean:

- **Climate change** is operationally defined as changing weather (temperature, precipitation, event intensity, and periodicity) regimes that may affect management techniques (e.g., prescribed fire) or reinforce the need for new strategies (e.g., assisted migration, migration corridors) that effectively enhance the resilience of fish and wildlife populations.
- **Invasive species** are non-native or native species subject to range expansions with negative ecological consequences. Of particular importance are especially high-impact organisms identified at the regional or national level.
- **Fish and Wildlife diseases** are defined as diseases that affect fish or wildlife populations (e.g., Chronic Wasting Disease (CWD), Highly Pathogenic Avian Influenza (HPAI), White-nose syndrome (WNS), Viral Hemorrhagic Septicemia (VHS), Infectious hematopoietic necrosis (IHN), Infectious Salmon Anemia (ISA)), with particular emphasis on those diseases with known or potential zoonotic impacts.
- **Human Dimensions and Conservation Social Science** is a broad scientific discipline similar to traditional fish and wildlife research and management. It broadly integrates information from social psychology, sociology, political science, decision analysis, economics, and others. These multiple sub-disciplines require different skill sets, training, expert knowledge of complex theory, and proper application of various data collection methodologies, analysis, and interpretation. These components provide a framework for robust and responsible conservation management and decision-making. Conservation social science addresses the 3rd “leg” of the conservation triad: wildlife, habitat, and people. It provides unique insight into the social, psychological, and political determinants that underpin human preferences for fish, wildlife, and habitat management.
- **Advanced technologies** are defined as *devices* (e.g., more effective and economical tracking collars and acoustic tags), *techniques* (e.g., eDNA surveillance for rare species and pathogens, RT-QuIC applications to CWD testing), or *under-represented and evolving skill sets* (e.g., human dimensions/social science methodologies and quantitative population modeling) that can be adapted to answer questions and improve natural resource management.
- **Cross-jurisdictional collaborations** are projects involving multiple geographic or political jurisdictions in coordinated efforts to improve the sustainability and resilience of fish and wildlife.

## **A. Climate Change**

- Proposals that explicitly consider management actions in the context of the RAD (resist, accept, direct) climate change framework and how to implement RAD appropriately.
- Human Dimensions (HD)/Social Science (SS) proposals that query key stakeholder groups about their expectations (e.g., effects on hunting/angling opportunities and food security) and understanding of climate change effects.
- Proposals that evaluate the resilience of landscapes to climate change.
- Proposals to establish monitoring programs for climate change effects, including sentinel sites.
- Proposals that evaluate the viability of current or potential management practices and provide actionable options as climate changes.
- Proposals that evaluate changing precipitation regimes on fish and wildlife resources.
- Proposals that develop viable options to prevent entrainment and turbine mortality at hydropower projects, particularly pumped-storage projects.
- Big game movement changes with utility-scale Photovoltaic (PV) solar development.
- Fish movement and population dynamics with hydropower development and removal

## **B. Fish and Wildlife Health (“One Health”)**

- Proposals to establish monitoring programs and sentinel areas for fish and wildlife pathogens.
- Proposals to establish large-scale data systems and sample repositories for fish and wildlife pathogens.
- Proposals to develop standardized non-lethal and eDNA testing methods for fish and wildlife pathogens.
- Proposals to develop new methods for determining the epidemiological factors related to fish and wildlife pathogens.
- Proposals to update and determine appropriate sample strategies and sizes for wild and propagated fish and wildlife pathogens.
- Proposals to establish determinants of health models for free-ranging wildlife that can be used in planning and policy to mitigate future disease outbreaks.
- Proposals to identify important transmission pathways for wildlife diseases (CWD, HPAI, SARS CoV-2, RHDV2, etc.).
- Proposals to develop effective mitigation measures to block disease transmission pathways, which could include new methodologies to mitigate spread and disease distribution expansion.
- Proposals to determine reverse transmission between species for specific and important wildlife diseases.
- Proposals to develop field-based animal-side diagnostic testing protocols or tests.
- Proposals to develop effective and new sampling strategies for determining disease prevalence in free-ranging wildlife.
- Proposals that include developing human dimensions models and strategies for free-ranging wildlife research that direct planning, policy decisions, and subsequent research.
- Proposals that address the need to build capacity and provide training opportunities for agency personnel engaged in fish and wildlife health issues.

## **C. Human Dimension and Conservation Social Science**

- Understanding the use and acceptance of technology by the public engaging with state agency decision-making processes (e.g., who is using online commenting tools, do virtual commission meetings increase public engagement).

- Building social science capacity in the conservation community (e.g., supporting social science networking and continued education for conservation social scientists).
- Do “one-off” events (e.g., fishing clinics) translate into increased positive conservation behaviors long-term?
- Using content analysis to improve public engagement (delivery platform, imagery, language).
- How effective are public engagement efforts (e.g., billboards, TV spots, magazine ads, state fairs, or festival booths) in increasing awareness of the agency’s conservation efforts.
- Developing cultural competence to improve the agency’s ability to provide for public use and benefit from wildlife and sport fish resources.
- Developing a stakeholder engagement strategy matrix (guidance on when to use which method).
- Improving the use of social science in decision-making processes (when is it most effective?).
- Methodologies for managing and analyzing public input.
- Understanding motivations for conservation volunteers.
- Methods to determine the economic impact of conservation at the local level.
- Improving methods for outdoor recreation user-satisfaction surveys (improving ways to engage with current constituents).
- What programs are proven “gateways” to hunting, fishing, and trapping?

#### **D. Invasive Species**

- Proposals that develop cost-effective tools, technologies, and methods to address invasive species introductions and movement pathways by anglers, hunters, and boaters.
- Proposals that develop safe and cost-effective tools, technologies, and methods to eradicate or manage invasive species and restore native fish, wildlife, and their habitats.
- Proposals that expand or create partnerships to manage invasive species across jurisdictional boundaries.
- Proposals incorporating surveys of hunter, angler, and boater perceptions and values regarding invasive species prevention and management strategies.
- Proposals that evaluate and implement effective invasive species communications (e.g., effects of invasive species of fish and wildlife, prevention strategies) for anglers, boaters, and hunters.
- Proposals that identify survey and management tools to address the intersection between climate change and invasive species.

#### **E. Emerging Technologies for fish and wildlife management**

- Proposals that develop methodologies for LiDAR applications that facilitate watershed management.
- Proposals that develop or standardize techniques for environmental testing for CWD surveillance.
- Proposals that advance the development of wildlife vaccine delivery technologies (e.g., using deer to deliver Lyme disease pharmaceuticals or pesticides to ticks).
- Proposals that identify tools to assist in implementing Machine learning to estimate wildlife abundance utilizing remote sensing techniques (e.g., thermal imagery or aerial photography).
- Proposals that advance the utilization of the Motus Wildlife Tracking System (Motus) in wildlife management decision-making.

## **2. Expanding Relevancy and Engagement (ERE)**

### **A. Enhancing Conservation Through Broader Engagement**

- B. Enhance efforts to make fish and wildlife-based recreation accessible and welcoming to everyone, emphasizing actions targeting underrepresented groups.
- C. Research

### RATIONALE

Society is increasingly diverse, urban, and disconnected from nature. In response to these trends, fish and wildlife agencies must find ways to engage and serve broader constituencies to expand the financial and political support necessary to safeguard the future of North America's conservation legacy and ensure the broader public benefits from conservation and public access supported by the Wildlife Restoration Act and Sport Fish Restoration Act. See also [AFWA Conservation Education Strategy Vision](#).

### DEFINITIONS

- For this grant priority, the term “*underrepresented*” means:
  - o Constituents who have historically represented less than 20% of participants in a specific conservation action or outdoor recreation opportunity.
  - o Constituents who may have had little to no prior engagement with state fish and wildlife agencies or conservation organizations.
  - o Constituents who are part of a traditionally underserved or under-represented group due to societal or institutional barriers.

### Potential Proposals

#### **A. Enhancing Conservation Through Broader Engagement**

- Implementing [AFWA's Relevancy Roadmap](#) work
- Opportunities to engage new and diverse conservation professionals.
  - o Internship programs, fellowships, and training scholarships.
  - o Career development, mentoring, and continuing education.
- Opportunities to engage new and diverse participants.
  - o Targeted educational programs and outreach events.
  - o Identifying and addressing underrepresentation gaps in existing strategies.
- Communication efforts to engage new and diverse participants
- Proposals focusing on informing trust fund contributing industries on the tangible benefits of the American System of Conservation.
- Proposals that inform and support efforts focused on communicating the North American model to new and diverse participants.

#### **B. Enhance efforts to make fish and wildlife-based recreation accessible and welcoming to everyone, emphasizing actions targeting underrepresented groups.**

- Assisting states/organizations to develop or further inclusion efforts.
- Educating staff
  - o cultural engagement best practices for staff
  - o identifying changing demographics and implications for conservation at scale
- Sharing best practices, sharing knowledge, and material resources.

#### **C. Research**

- Surveying motivations, barriers, and desires of non-traditional, new, and diverse audiences
- Research focusing on participation by historically under-represented groups in outdoor recreation opportunities and highlighting successful engagement practices.
- Assessment of internal staff demographics, perceptions, and practices.
- Development of best practices for engaging diverse and new audiences.

- Developing evaluation metrics of accessibility for underrepresented groups in the conservation community

### 3. Capacity Building, Conservation Education, and Coordination of Conservation Policies

- A. Leadership Development
- B. Conservation Education
- C. Coordination of Conservation Policies
- D. Integration of Law Enforcement

#### RATIONALE

Fish and wildlife agencies must foster and train leaders; better equip policymakers such as Commissioners and State legislators with better information on wildlife management practices, principles, and appropriate governance practices; create new ways to educate and inform citizens involved in conservation issues; and coordinate policies to manage fish and wildlife resources within the context of both State-level and national impacts to conservation.

#### DEFINITIONS

- **Leadership Development** is broadly defined as the acquisition of skills and knowledge needed to enable fish and wildlife leaders to facilitate conservation actions in an effective, appropriate, and beneficial way to support the conservation of wildlife.
- **Leaders** could include fish and wildlife agency staff, Commissioners, State legislature, and Congress members.
- **Conservation education** is an effective, dynamic means for fish and wildlife agencies and their partners to share conservation accomplishments achieved through the Wildlife Restoration Act and Sport Fish Restoration Act, helping to reinforce:
  - o The value of our fish and wildlife resources as a public trust.
  - o Conservation and management of terrestrial and aquatic resources as essential to sustaining fish and wildlife, the outdoor landscape, and the quality of our lives.
  - o Participation in the stewardship of fish, wildlife and habitat.
  - o Understanding and accepting lawful participation in hunting, fishing, trapping, boating, wildlife watching, shooting sports, and other resource-related outdoor recreation.
  - o Understanding and active support for the North American Model for fish and wildlife conservation funding. – [AFWA Conservation Education Strategy Vision](#)

#### Potential Proposals

##### **A. Leadership Development**

- Development of Effective Leaders in State Fish and Wildlife Agencies.
- Expand knowledge and understanding of wildlife management such as the North American Model of Wildlife Management, by agency Boards of Commissioners, members of State legislatures, and members of Congress to expand understanding of the basic principles of fish and wildlife management and agency governance.

**B. Conservation Education** - *Proposals addressing this Strategic Priority must directly explain how the project focuses on accomplishments or findings of state agency work supported by the Wildlife Restoration Act and Sport Fish Restoration Act. Communicating this information to a specific or broad audience must help state agencies regionally or nationally achieve conservation and management objectives for wild birds and mammals, sport fish and/or*

*habitats that support these species, or agency objectives related to hunter, recreational target shooter, angler or aquatic education.*

- Education that highlights fish and wildlife are public trust resources managed by governmental agencies (Federal, Tribal, or State).
- Education that highlights regulations are necessary for natural resource conservation.
- Education that highlights the health and well-being of fish and wildlife and depends on the quality of their environment.
- Education that highlights regulated hunting, fishing, and trapping are important tools for managing some fish and wildlife populations and habitats.
- Education that highlights how fish and wildlife-based recreation benefits participants and increases support for conservation.
- Education that highlights responsible users of fish, wildlife, and the outdoors respect the rights and property of others.
- Education that highlights how State fish and wildlife management is funded primarily through hunting, fishing, and trapping licenses and federal excise taxes collected from the sale of hunting, target shooting, and fishing equipment and motorboat fuels.
- Education that highlights wildlife-based activities, such as hunting, fishing, viewing, and photography, provides people with outdoor recreation and generates billions for the economy.
- Enhance the public's understanding of water resources, aquatic life forms, and sport fishing, and develop responsible attitudes and ethics toward the aquatic environment.
- Promote conservation and responsible use of the aquatic resources of the United States (U.S.).
- Supporting the introduction and or expansion of conservation law in law schools.

### **C. Coordination of International, National, and Regional Conservation Efforts & Policies, including Research that Informs and Supports those efforts and policies**

- Conduct surveys to determine the adequacy, number, location, and quality of facilities providing access to recreational waters for all sizes of recreational boats.
- Develop and adopt plans to restock sport fish and forage fish in the natural areas or districts covered by the plans; and obtain data to develop, carry out, and test the effectiveness of the plans.
- Obtain data to guide and direct the conservation of fishing. These data may be on:
  - o Size and geographic range of sport fish populations.
  - o Changes in sport fish populations due to fishing, other human activities, or natural causes.
  - o Effects of any measures or regulations applied.
- Conduct research on the problems of managing fish and their habitat and the issues of fish culture, if necessary, to administer sport fish resources efficiently.
- Conduct research on the problems of managing wildlife and its habitat if necessary to administer wildlife resources efficiently.
- Restore, rehabilitate, improve, or manage areas of lands or waters as wildlife habitats.
- Supporting effective coordination of regional & national conservation efforts through state Fish & Wildlife Agencies such as National Fish Habitat Partnership; Furbearer Initiative; Farm Bill; National Grasslands Coordination Initiative

### **D. Integration of Law Enforcement**

- Planning for the Future of Conservation Law Enforcement in the U.S., specifically supporting the Wildlife Sportfish Restoration Act.

- Development of training tools/systems to assist conservation law enforcement personnel in understanding and communicating critical aspects of the North American Model of Wildlife Conservation.
- Enhancing enforcement to combat wildlife trafficking in the U.S.
- DNA, digital, and financial forensics suite for state conservation agencies.

#### **4. AFWA Priorities Identified in AFWA Funding Principles (submitted by ExCom)**

- A. Management Assistance Team
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- C. CITES and International Conservation Programs and Their Impact on State Agencies
- D. Coordination of Conservation on a National Scale
- E. National Survey of Fishing, Hunting and Wildlife-Associated Recreation

#### RATIONALE

This strategic priority recognizes the important role that AFWA (the Association) and its members play in coordinating and implementing conservation in North America. It includes opportunities for professional development within state fish and wildlife agencies, coordination of national and international policies to meet conservation needs more effectively, and coordination of the Multistate Conservation Grant program. This priority is intended for grants to the Association based on the Association's funding priorities, which limit the amount of funding that can be awarded to the Association.

#### Potential Proposals

##### **A. Management Assistance Team**

Sustainable and effective conservation management of our wildlife and natural resources relies on the creativity and innovation of fish and wildlife staff in federal, state, nonprofit, tribal, and industry organizations. These staff must be equipped to deal with the complex problems conservation organizations face daily. However, high retirement rates and struggles with recruitment within these agencies continue to impact conservation gains and put them at risk. Data reveal that the tenure of a State Director is an average of three years. This staggering loss of leadership, coupled with the challenges facing state agencies to remain relevant, adapt to changing landscapes and constituencies, and secure stable funding sources, requires consistent leadership at all levels within an agency. It is essential to a well-managed and thriving organization to empower agency staff with the skills, knowledge, and efficacy to manage projects with diverse stakeholders across geographic ranges and within their agencies.

The Management Assistance Team and the National Conservation Leadership Institute offer virtual and in-person courses and training.

##### **B. Management of Multistate Conservation Grant Program**

The Multistate Conservation Grant Program receives annually \$11,000,000 through the Wildlife and Sport Fish Restoration Program (WSFR) to fund multistate conservation project grants. There aren't any administrative funds for the Association's use in administering and implementing its significant responsibilities under this grant program. The primary objective is to continue meeting the responsibilities of the Association as required under the Federal authorizing legislation for administering and coordinating the MSCGP. However, additional



emphasis is placed on program evaluation and the communication of program results. The MSCGP Manager works to maximize the benefits to the State Fish and Wildlife Agencies throughout the grant cycle and the grant proposal selection process. The MSCGP Manager manages the activities that implement the grant program. This project provides continued program manager funding and supports those administrative responsibilities necessary to implement the Multistate Conservation Grant Program.

### **C. CITES and International Conservation Programs and Their Impact on State Agencies**

Decisions made in international fora, such as the Convention on the International Trade in Endangered Species of Wild Flora and Fauna (CITES), can positively and negatively affect the management authority or practices of state, provincial, and territorial fish and wildlife agencies. However, it is not realistic nor economically viable for all state fish and wildlife agencies (states) to participate in CITES, the International Union for Conservation of Nature (IUCN), or other international fora. At the same time, U.S. federal agencies, foreign governments, and NGOs are at the table and have input in decisions. Therefore in 1994, the CITES Technical Work Group (Work Group) was created. It includes a member from each state regional association and AFWA. The Work Group has been highly effective in supporting the state's (and, where appropriate, Canadian Provinces and Territories) ability to manage and conserve wildlife and influencing decisions through science-based positions that encourage the sustainable use of wildlife. Without the Work Group, the states do not have a voice in decisions, nor can they bring science-based, on-the-ground expertise to help guide decisions. Considering the current pandemic and its spotlight on fish and wildlife use and consumption, having a voice in international fora is even more critical.

### **D. Coordination of Conservation on a National Scale**

The proposals focus on the following:

- Participation in regional and national forums where planning and coordination are performed with federal, NGO, and industry partners. State Directors and Association staff will attend major industry events to maintain open communications and coordinate on important and often sensitive issues determining the success or failure of conservation and management initiatives, supported by the Wildlife Restoration and Sport Fish Restoration Acts, important to the Association's members. Support is included for state agency directors and senior Association staff for expenses related to attending meetings either remotely (registrations) and/or in-person participation (registration and travel expenses) to meetings of regional and national significance, including but not limited to regional association meetings; the North American; the AFWA Annual meeting; NGOs meetings; industry meetings and other events and meetings.
- Strategic communications. Association of Fish & Wildlife Staff will implement a communications plan and maintain a communications infrastructure that allows state fish and wildlife agencies to effectively coordinate with each other and their NGO and federal partners on regional and national issues of importance.

### **E. National Survey of Fishing, Hunting and Wildlife-Associated Recreation**

The Association is responsible for coordinating the National Survey Technical Workgroup (NSTWG), which consists of members of state fish and wildlife agencies and a technical consultant. The critical role of the NSTWG is:

- Ensuring the statistical validity and rigor of the survey.
- Ensuring communication, promotion, and /or relevancy of the survey.
- Ensuring the survey is shared broadly with others.

## 5. Recruitment, Retention, Reactivation (R3)

- A. Marketing
- B. Engaging Participants (Angler, Hunting and Recreational Shooting)
- C. Monitoring and Evaluation
- D. Hunting and Shooting Sports Access and Infrastructure

For proposals submitted under the following strategic priorities, “R3” refers to efforts that strategically increase and diversify participation in support for shooting sports and hunting (which includes trapping for this grant program). The long-term purpose of R3 is to provide improved support and experiences for existing participants, ensure that new participants are introduced from all different backgrounds, and ensure that hunting, shooting sports, and angling are seen as relevant throughout all segments of society regardless of the percentage of the population that participates. Priorities, where projects may also be considered for angling R3, are noted in italics.

Proposals under the following strategic priorities should be broad in scope and far-reaching. Collaboration between new and existing partners such as industry, NGOs, and state agencies is highly encouraged. Projects that build off prior Multistate grant-funded efforts are encouraged where appropriate. Proposals that support startup programs designed to increase hunting and shooting sports participation should include a robust evaluation plan capable of documentation of participant behaviors or behavioral intents post-program. In addition, they must consist of a sustainability plan for continuation beyond the end of the grant period.

### Potential Proposals

#### **A. Marketing**

##### **Description:**

Identification, development, and implementation of strategic marketing (including outreach and communication) tools, tactics, and resources with defined and measurable R3 outcomes intended to:

- 1) maximize social support for hunting and/or recreational target shooting from increasing broad societal awareness and acceptance to connecting participants with opportunities and
- 2) increase participation in hunting and/or recreational target shooting.

Potential projects might include:

- applied market research that includes real-world testing or application.
- marketing best practices that influence the behavior of individuals or groups in a manner that can be tracked and evaluated for desired outcomes.
- development and implementation of R3-related marketing toolkits, including real-world testing or application.
- development and placement of regional or national R3 marketing or ad campaigns and toolkits that have been previously developed.
- increase R3 community-wide engagement and implementation of marketing tactics.
- marketing public target ranges and the opportunities available to them.

#### **B. Engaging Participants**

##### ***a. Mentoring***

**Description:** Identify and evaluate elements of successful mentoring programs and current

mentor/mentee motivations and application of that knowledge to expand and promote effective mentoring or instructional efforts from the existing base of hunting and/or recreational target shooting participants.

Potential projects might include:

- development of program guidance to increase partners' effectiveness, capacity, scalability, and collaboration.
- efforts to increase involvement and marketing to current participants to become mentors.
- efforts to increase understanding and engagement of potential mentees.
- efforts to facilitate effective brokering of mentoring or instructional experiences within populations of mentors/instructors and prospective mentees/students.

#### ***b. Underserved Audiences***

**Description:** Assist organizations and R3 efforts with targeting new or underserved audiences, prioritizing target audiences based on their relative likelihood of engagement/conversion, and then identifying effective pathways and tools to create targeted R3 efforts to engage those new, underserved, and diverse audiences.

*Projects will also be considered for fishing participation under this category using funds from the Traditional MSCGP - Sport Fish Restoration.*

Potential projects might include:

- development of tools to increase the effectiveness of targeted R3 efforts.
- evaluation of adoption and effectiveness of existing toolkits.
- research projects to understand potential target audiences and how to increase their participation.
- development of additional toolkits or training to increase organizations' effectiveness and capacity in retaining new hunting and target shooting participants.
- development, application, and evaluation of mentoring efforts that increase underserved audiences' hunting and target shooting participation.

### **C. Monitoring and Evaluation**

**Description:** Development of tools, training, technologies, analyses, or reports that allow R3 practitioners to evaluate the impact(s) of R3 effort implementation on the behavior (initiation or avidity) or behavioral intent of its target participants.

Potential projects might include:

- development of tools to support R3-related data collection methodologies.
- creation of data dashboards and resources that increase R3 staff competency and capacity to evaluate, manage and interpret data to benefit decision-making.
- creation of R3 effort outcome indicator measurement and collection systems that allow participant and license sales data to be summarized and compared at regional or national scales.
- analyses or meta-analyses and reporting across multiple programs and geographies that determine and interpret the efficacy of R3 programs or program components, delivery mechanisms or platforms, branding or campaigns, and outcomes so that state agencies and partners can optimize effectiveness with the use of their R3 resources for the most significant benefits.
- Identification of effective measurement tools for shooting sports that can be used to identify effective R3 efforts.

### **D. Hunting and Shooting Sport Access and Infrastructure**

**Description:** Development or expansion of projects, plans, tools, or programs to increase hunting and/or target shooting access and infrastructure at regional or national scales.

Implement strategic initiatives that effectively unify or leverage R3 efforts by state and federal fish and wildlife agencies, NGOs, and industry partners to yield measurable outcomes.

*Projects will also be considered for fishing participation under this category using funds from the Traditional MSCGP - Sport Fish Restoration.*

Potential projects might include:

- development of resources (e.g., best management practices, construction/renovation plans, case studies, tracking visitation, Americans with Disabilities Act and Build America, Buy America Act guidelines, and other information sharing) to help organizations improve effectiveness in R3 efforts related to hunting and recreational shooting.
- projects that increase partners' (industry, NGO, regional associations, etc.) capacity to work on collaborative R3 efforts at inter-organizational scales.
- development of tools that foster effective communication, planning, coordination, and networking between R3 partners.
- enhanced mapping and communication tools for connecting recreational shooters and hunters with opportunities for them to participate, such as virtual resources/self-learning tools to increase hunting and target shooting participation.
- research that documents and assesses usage and user types at shooting ranges and hunting areas to determine areas of high importance, high concern, or best-use practices so state agencies and partners can optimize effectiveness using their R3 resources to maximize benefits to existing and potential users.