(DRAFT MEETING NOTES)

ANGLER AND BOATER R3 COMMITTEE AGENDA

113th Association of Fish & Wildlife Agencies Annual Meeting – Calgary, Alberta, Canada

Chair: Ty Gray (Arizona Game & Fish Department)

Vice-Chair: Craig Bonds (Texas Parks & Wildlife Department)

Staff Contact: Ryan Roberts (AFWA/NFHP)

Tuesday, September 26, 2023

1:00 PM – 4:00 PM (MT)

Committee Charge:

The Angler and Boater R3 Committee guides 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, particularly in underserved groups and develop strategies and highlight 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, participants and potential new audiences , and policy makers.

DRAFT AGENDA

1:00 PM   Introductions   *Ty Gray, AZ*

1:10 PM   Review Agenda/charge – Approve March 2023 Minutes   *Ty Gray, AZ*

- Agenda addition USFWS Presentation on National Survey – Jerry Leonard

1:15 PM   RBFF Update   *Stephanie Hussey, RBFF*

- Outdoor Foundation survey – 54.5M (trending up since 2015)
  - Key segments all up (youth, Hispanics, female, African American)
  - Retention challenge (lost >12M anglers in 2022)
- Find Your Best Self campaign (female angler focused)
  - Encouraging results
  - Campaign evaluation available at end of year
- State engagement
  - State R3 program
  - VAP

- o Boat registration reactivation program
- o Mobile 1st Catch Center (trailers)
- o Regional Associations with photo shoots; digital photos available
- State Marketing Workshop: Feb 26 – 28, 2024, Atlanta, GA
  - o 2 agency staff + director; travel covered

1:30 PM   **USFWS National Survey Update**   *Jerry Leonard, FWS*

Jerry Leonard (USFWS) – National Survey update
- Conducted every 5 years since 1955
- >39M anglers 16 and older
- Expenditures >$99B
- 24% anglers are also hunters
- 89% are also wildlife watchers
- Recreational boaters at 48M
  - o 30% recreational boaters never fish; 50% are active anglers
  - o Income strongly correlated with motorized boating anglers (participation rate)
  - o To reach target shooters, better to market to anglers than hunters (proportionally more anglers also target shoot compared to hunters; anglers also comprise a much larger group)

1:50 PM   State Agency Updates/Highlights   *Committee Members*

2:00 PM   President's Task Force on Angler R3 working session

- Review of New Task Force Team Charge and Members -   ***Ty Gray, AZ***
  - o Revising Recommendations from the AFWA President's Task Force on Angler R3

- Review of Initial Task Force Recommendations -   ***Ty Gray, AZ***

- Review of State Angler R3 Scorecard results -   ***Stephanie Hussey, RBFF***

- Case Study on phase 2 planning from Arkansas -   ***Tabbi Kinion, AR***

- Case Study on TX Internal Agency R3 programs -   ***Craig Bonds, TX***

- What is a CRM? -   ***Stephanie Hussey, RBFF***

- Case Study on Ohio's CRM system and program success **-**   ***Kendra Wecker, OH***

- Drafting Updated Recommendations -   ***Task Force***

- Next Steps/Timelines –   *Ty Gray, AZ*
  - Schedule future meetings
  - Final Product/recommendations at March 2024 NA Conference

Notes:

President's TF Team Charge and Members
- Reviewed initial TF recommendations (Ty Gray)
- Review of State Angler R3 Scorecard results (Steph H)
  - Further work needed on:
    - CRM,
    - program evaluations,
    - aligning agency marketing plans with R3 plans,
    - BMPs (high impact actions/initiatives) to incorporate in V2 R3 plans
- Arkansas V2 R3 Plan
  - AR includes wildlife and outdoor recreation (they have voter approved portion of general sales tax) – create public support for AGFC while encouraging outdoor recreation
  - Buy-in across divisions critically important
  - What to measure to determine success success? Steph H, Phil K, and Matt D came to consult on revising R3 plan to V2
  - Effort vs impact on two-dimensional axis; delete high effort, low impact and low effort, low impact programs; want to focus on high impact programs
    - Key Qs
      - Target audience
      - Sequence of steps
      - Realistic timeline
      - Outcomes
      - Outputs
      - Staff lead
    - Puts these into Google template spreadsheets for tracking purposes
  - 6 recommendations:
    - Leadership buy-in and participation
    - Engage across agency (cross-divisions)
    - Create template for working groups
    - Set standard (timeline)
    - Simplify and do one thing at a time (to measure effect)
    - Day-to-day activities don't belong (anymore)
  - High impact activity examples
    - CRM implementation (they use PayIt system)
    - Trim fluff
    - Realistic resource allocation
    - Developed better metric-based output/outcome (Key Performance Indicators – KPIs) to measure success (and understand meaningful implications)
    - Find easy linkages to cross-promote across transactional customer relationships
  - Craig B gave update on TPWD's Female Employee R3 Program and initial gap analysis work on CRM
    - TPWD developed a Female Employee R3 Pilot Program
      - Will evolve to include whole agency if successful
      - Agency's R3 Steering Committee approved launch and program charter

- - 1 event per quarter in each of 7 regions (led by female employee mentors)
    - HR assisted in developing operational guidelines and participation criteria (e.g., labor/time codes, travel reimbursement, etc.)
    - SharePoint calendar of events and MS TEAMS webinar launch announcement
  - Performed CRM gap analysis (comparison between current CRM functionality and desired future capabilities) with the aid of CRM document produced by WMI (details CRM definition, overview, and functionalities categorized into critical, highly-desired, and nice-to-have "buckets")
- Stephanie H gave overview of Customer Relationship Management (CRM) systems
- Kendra Wecker (OH) provided overview of Ohio's CRM system
  - First task was to read AFWA's Relevancy Roadmap
  - They recognize agency serves ALL state residents, not just hunters/anglers
  - PayIt is their vendor (formerly S3)
  - Using 365 licenses
  - Automated, data-driven, meaningful relationships
  - Meet the customer on THEIR journey
  - Customer dashboard; realtime
  - Customers receive dynamic and different content based on their personas
  - Drip campaigns using email automation (timed or action-triggered); acts like a flow chart
  - Can measure lift
  - HuntFish OH app
  - 17% license sales are digital/online
- Other recommendations:
  - Need to better describe CRM functionality across a gradient (rather than a binary, no or Cadillac options); help states navigate up the gradient
  - How to market to non-residents
  - Issues with cookie technology – cost per engagement going up and will be harder to identify participants; need to fill gap
  - Need help identifying high-impact, high ROI R3 actions for states to retain and/or build into V2 R3 plans
  - Need more focus on evaluating success of programs; scaling back programs not meeting KPIs and adding/enhancing programs that are working
- Have virtual call in October and Jan/Feb between now and March to finalize a new set of R3 recommendations at the Angler & Boater R3 Committee meeting held at the 2024 North American Wildlife and Natural Resources Conference.

4:00 PM   Meeting Concludes