

Joint EOD & Conservation Funding Working Group Notes
AFWA Annual Meeting
Thursday September 10, 2020
1:00 pm - 2:30 pm Central Time

1:00 pm- Call to Order/Review Agenda - Shelly Plante

Introduction

RAWA Update - Sean Saville

We are at a turning point in the campaign. Bill included in House Infrastructure Package that was passed. Although RAWA itself has bi-partisan support, it can get caught up in broader political struggles. Focus on how this helps get people back to work. Infrastructure Package expected to come again late fall/early winter. This working group has been productive - 44 State Fact Sheets now available in the toolkit. Need to get bill through the Senate this year. Recent materials include Great American Outdoors Act and RAWA side-by-side comparison. This is the next big bi-partisan bill before we have to “hit the reset button” next year.

Fact sheets are in the full toolkit here:

<https://drive.google.com/drive/folders/19oOPZlIjZtND4VO6aYxEyWQuc-E9g28T>

Story Map:

<https://www.fishwildlife.org/story-map-rawa>

Shelly to Sean: What other materials do you need that this working group can create?

Sean: Granular state-by-state information, especially when dealing with Senate offices, is helpful. How many jobs? What industries will be bolstered? How will communities benefit from RAWA? Tourism/Economic data.

Shelly: Are there marketing/messaging people that could help distill it down?

Jerrie Lindsey - Are there other linkages to the bill that we should be focusing on? Are there strategic senators connected to that?

Sean: The Senators related to the Infrastructure and Transportation bill need to know the value of RAWA : health, safety, community resilience, economy (job creation). How would this contribute to the economy of your state? What is the storyline for your state?

Shelly: Is all you need another series of fact sheets? Is there a template we could use? Or do you need more help talking to stakeholders?

Sean: Top 5 bullet for each state would be helpful that focus on the following, but with a state-level focus – economic value/impact of the bill, evaluating RAWA to top issues of health, safety, community resilience in times of crisis, economy; key anecdotes or story line to our state

GAOA and RAWA comparison sheet in the toolkit:

<https://drive.google.com/file/d/1RfH7OArHQIJ9ywdFoaLBJmsaMiTKI4eL/view?usp=sharing>

Conservation and Outdoor Recreation are Vital to the Economy

<https://drive.google.com/drive/folders/1LmKcK1PvwgZt-IC7ufIZIMcM01c-kFI>

Sean: Can share graphics on social media, or short bullet points.

Contact Shelly or Sean about obtaining a template. Text heavy versus image heavy, depends on who your audience is and what you want to communicate. Important to have key information consistent from state to state.

Elizabeth, IN: Is there a style that's more effective?

Sean: Infographics is nice for a virtual setting.

RAWA Promotion Ideas

Responsible Recreation

Some of the language sounds "campaigny". People don't care if they are part of a campaign. Does this group want to improve the language? Tips to be more specific about types of recreation.

Daren: Many of these tips would be good even after the pandemic has passed. Add ethical guidelines for birding and herping.

Responsible Recreation vs Recreate Responsibly: Recreate Responsibly was borne out of a campaign in Washington state. Responsible Recreation came out of a different source of funding and the audiences that each campaign reaches out to slightly different audiences.

Responsible Recreation asks people to take a pledge, Recreate Responsibly focuses on the coalition.

Richard Heilbrun in TX: will ask the TX Alliance to start pushing out more of the economic recovery messaging versus the wildlife. About to release a new video, but can overlap that with the economic recovery message over the next couple of months.

From Naomi Edelson to Everyone:

i think it is important to talk about economic recovery in two ways: outdoor recreation economy (wildlife watching etc) and restoration economy (moving dirt via culvert replacement, elimination of invasive species, habitat restoration etc). NWF has a new fact economic recovery sheet w a few case studies ready to be shared next week.

From Virginia Seamster, New Mexico Department of Game and Fish to Everyone:

I think it would be great to flesh out the responsible recreation page a bit more with details for different types of recreation- Daren mentioned birding, but OHV use, dispersed camping, etc. have their own considerations

Sean: Beyond the pledge, how do we engage with the public?

Relevancy Roadmap - Daren Riedle

Been a year since Relevancy Roadmap has been completed. What can we be working on as a workgroup to help other states?

2 important pieces here: biologists have the stories and O&E folks can help share these stories with broader audiences to help improve relevancy.

Elsa: Launched the online platform last week. Can this group set up a community of practice group within there?

From Shelly Plante, TX Parks and Wildlife Dept. to Everyone:

<https://conservation-relevancy-community.mn.co/feed>

Jen Newmark, NV -

This is a good place to share resources, but how can we use it to take this to the next step?

Work Plan Overview

Created story map and fact sheets.

Homework: Look at community website – how do we take these stories beyond the website?