



## Angler and Boating Participation Committee

Chair: John Arway (PA)

Vice-Chair: Greg Sheehan (UT)

Friday, March 18, 2016

9:00 am to 12:00 pm

### 81<sup>st</sup> North American Wildlife and Natural Resources Conference Wyndham Grand Pittsburgh - Pittsburgh, Pennsylvania

#### Proposed Agenda:

**5 Minutes** Call to Order and Introductions *John Arway, PA*  
Review Agenda/Approval of Minutes  
September 2015 Meeting

- **Action Item**

Draft agenda Approved/Sept. 2015 Minutes approved by committee consensus

**10 Minutes** Clean, Drain, Dry Initiative Update *Pat Conzemeus, WF*  
(Informational)

#### Clean Drain Dry Initiative Update:

- Progress on Print and Radio Media, Social Media and Field work to utilize the messaging of the Campaign to prevent the Spread of AIS.

- AFWA now holds the trademark for Clean, Drain, Dry as a benefit for all state agencies to use. AFWA also has a policy in place for terms of use.

**20 Minutes** RBFF Informational Update *Stephanie Hussey, RBFF*  
- State R3 Grant Program  
(Informational)

#### RBFF Update: (Presentation provided with Minutes)

-Update on R3: Trying to get 60 million anglers in 60 months

-Update on Disney Partnership and "Vamos A pescar" Spanish Campaign.

-Update on State initiatives and state marketing workshop held in December 2015

-AREA R3 Project

-State Agency working Group role

Assist in gap analysis of current angling R3 efforts

- Assist in drafting Strategic Model
- This will provide a standardized evaluation structure for angling R3 programs
- Assist with pilot testing of Strategic Model

**20 Minutes** Update from the Sportfishing and Boating Partnership Council  
- RBFF Metrics Team Update  
(Informational) *Brian Bohnsack, FWS*

-John Arway updated committee on SFBC meetings to date and for the rest of the year.

-RBFF Metrics review overview. Draft revised metrics nearly complete, Fish chiefs from SD, GA, and TX on the metrics review team.

**15 Minutes** FWS Sport Fish Restoration & Boating Trust Fund Program Update  
(Informational) *Tom Busiahn, FWS*

(Presentation included in Draft Minutes) Overview of how the Trust Fund is funded.

- FY16 Apportionment to States
- receipts up 1% in 2015
- Overview of Motorboat registration
- Wallop-Breaux Reauthorized through 2021
- SFR program changes in the FAST Act
- FWS Funding Administration of the program (shortfall)
- Performance measures overview

**20 Minutes** Boating Legislative Update  
(Informational) *Jen Mock-Schaeffer, AFWA*

-In December Congress Passed Highway Bill, Reauthorizes Sport Fish Restoration & Boating Trust Fund

On December 3, Congress passed the five-year, \$305 billion Surface Transportation Reauthorization and Reform Act of 2015 (HR 22, FAST Act). The multiyear Transportation bill, which includes reauthorization language for the Sport Fish Restoration and Boating Trust Fund (SFRBTF), expires in October 1, 2020.

AFWA, in collaboration with the Angling and Boating Alliance (ABA), was actively involved in the development and negotiation of the trust fund reauthorization package, working to provide greater parity between the USFWS and USCG who administer the Sport Fish Restoration and Boating Trust Fund and among

stakeholders of the Trust Fund. Although the SFRBTF is a relatively small component of the behemoth national transportation bill, the consequences are hugely important for our member-state agencies and their programs.

#### Highlights Regarding SFRBTF:

- Motorboat fuel and small engine gas taxes will continue to flow into the SFRBTF.
- AFWA and the ABA were successful in reconfiguring the trust fund allocations to permit the RBS program "set-asides" and USCG administrative funds to be taken "off the top" of the trust fund in an effort to provide parity with the U.S. Fish and Wildlife Service's administrative costs. The parity is now the USCG is a set administrative amount that increases annually by CPI like the FWS. The FWS administrative funds are status quo without an increase. However, a consensus point agreed to by AFWA, the ABA and the FWS that is included in the bill will now allow the FWS two fiscal years to obligate their administrative funds. Annual performance metrics sought by AFWA were not included in the final bill, but report language directs the FWS to prioritize funds spent in the regions over HQ.
- Consistent with the ABA position, the law creates a new set aside of \$1.5M annually for periodic iterations of the National Boating Survey exclusive of any other USCG program areas.
- The amount set aside for the USCG-led Manufacturer's Compliance Program was increased from \$2M to \$2.1M annually, a compromise from the ABA's recommended \$2.5M.
- The bill creates a pool of \$1.2M from which funding for the Sport Fish and Boating Partnership Council (SFBPC) and each fisheries commission will be funded. The previous law established \$400k for the SFBPC and \$200k for each fisheries commission. The structure is now consistent with the USCG's Boating Safety Advisory Council's funding structure.
- The Multistate Conservation Grant Program is now nested within Sport Fish Restoration to create parity with the Recreational Boating Safety Account's Nonprofits Grant Program, which was effort championed by Hill staff.
- As a result of the new, off-the-top set-asides within the fund, the percentage distribution of the remaining funds were adjusted as follows to maintain fiscal parity:
  - Sport Fish Restoration increases from 57% to 58.012%, and now includes the MSCGP.
  - Recreational Boating Safety decreases from 18.5% to 17.315%, and continues to include the 5% nonprofits grant program.
  - Coastal Wetlands Program increases from 18.5% to 18.673% to maintain financial integrity of the fund.
  - The CVA (pump-out program) and BIG (boating infrastructure grants program) formerly funded at 2% each, will be combined under a 4%

annual allocation with neither program to expend more than 75% of the total available. This was a House led effort to increase states' flexibility and create FWS administrative efficiencies.

- The Communications and Outreach Program, which funds the RBFF, remains unchanged at 2%.

#### Resiliency and Mitigation language added to the FAST Act:

- Adds resilient surface transportation systems as a national policy interest in metropolitan transportation planning.
- Adds natural disaster risk reduction to be considered in planning process goals.
- Adds: “reduce the vulnerability of the existing transportation infrastructure to natural disasters.”
- Adds “resiliency of the transportation system and reduce or mitigate stormwater impacts of surface transportation.”
- Strengthens the consideration of programmatic mitigation plans in project delivery and permitting.
  - Update also touched on Sportsmen’s package passed in House and passed out of Senate ENR and EPW Committee. House and Senate bills differ. Identifying if there is enough time to move legislation.

**20 Minutes** ASA Angler Churn and Lifestyle Survey Report *Rob Southwick,*  
(Informational) *Southwick Associates*  
(Presentation included with Draft Minutes)

Survey Purpose: To improve R3 efforts to increase sportfishing participation and marketing by identifying:

- License renewal rates
- Angler’s lifestyle characteristics

Results were developed using 10 years of complete license data from 12 states.

-1 in 10 Americans Fish and half as many more indicated they would like to fish.

-33 Million people fish annually

-Nearly half of this year’s anglers will not renew their license next year

-The average angler will only buy a license in 2.4 out of every 5 years

-Young Angler Trends

-Fishing Falling in popularity within 16-34 year olds from 1991 – 2011

-Females and Younger Anglers lapse more frequently

-Rates of not renewing by Region – Southeast has the most

-How Fishing Appeals to Anglers

-Lifestyle Segmentation:

- groups anglers based on their lifestyle preferences, motivations, purchasing habits and more
- recognizes people typically live in neighborhoods populated by others with similar lifestyles, attitudes, and interests
- allows marketing and recruitment efforts to become more effective by better targeting their audience and messaging

**To download reports:**

**Visit the participation section under “Facts and Figures” at [www.asafishing.org](http://www.asafishing.org)**

**15 Minutes** National Survey Working Group Update *John Arway, PA*  
 - How NCN can help National Survey  
 (Informational)

- AFWA National Survey Technical Workgroup charged with exploring different methodologies while maintaining comparability of data.
- Two 2016 surveys are being conducted:
  - National Survey with previous methodology (FWS, Census)– 4 States (OK, ME, MN and VA)
  - 50 State Survey using mailings, different sample frame (Rockville Institute)
- Two questions added to screener on shooting sports.

**2016 Next Steps:**

MSCG-funded evaluation team proposed for 2017-2018 to :

- Evaluate effectiveness of two methodologies
- Assess comparability of state level data from the two surveys.
- Make recommendations for 2021 survey
- Technical work group working with NSSF and ATA to develop possible new module for Recreational Shooting for the 2021 Survey.
- Tasks in 2017
  - Data ready for analysis; national preliminary overview and state preliminary overview tabulated; estimates to project coordinator in electronic format (March)
  - Special Pilot-Study Preliminary National Overview dataset available to project coordinator in electronic form (May)
  - Preliminary State Overview delivered (June)
  - Final version of Special Pilot-Study National Report delivered for evaluation purposes, and public-use data file in electronic form, ready for distribution on request (August)
  - State Reports released as available (December)

**How Much Funding:**

AFWA has created the National Survey Funding Task Force (Summit 3/15) to

identify additional sources of revenue and to lessen the burden on the MSCG program. How much money is needed?

- What is minimum confidence interval that is acceptable?
- New Recreational Shooting Module.

Greg Sheehan also touched on the National Survey Funding task force and how they are trying to identify different ways to fund the National Survey, including identifying parties that benefit and are interested in the information provided in the survey to see if there is a way for them to help fund the survey.

**10 Minutes** SOBA Update

*James Adams*

James Adams provided an update on SOBA (Attached with Draft Minutes) and Provided action items that were discussed at SOB meeting held at the North American.

**10 Minutes** Blue Ribbon Panel Recommendations  
(Informational)

*Mark Humpert, AFWA*

(Presentation provided with Draft Minutes) Blue Ribbon Panel was established in 2015 to seek recommendations to acquire sustainable funding for State Wildlife Action Plans, as Annual appropriations won't cut it for SWAPs.

The Panel met 3 times in 2015 and recommendations were provided by the Panel (highlighted in attached presentation) and the below next steps were recommended:

- Introduce Legislation
- Launch Campaign
- Communications ("Telling the State Story")
- Business Outreach
- Agency Relevancy/Transformation Working Group

**15 Minutes** PA. Fish and Boat Commission Update  
- Keystone Select Waters Program  
(Informational)

*Steve Kralik, PA*

(Presentation provided with Minutes)

Program introduced in 2016, to provide anglers with an opportunity to fish over a high density of larger stocked trout.

New approach in 2016 to stocking 2-3 year old fish (14-20" +)

- Direct 3,300 of 30,000 large trout statewide to 8 select DHALO (delayed harvest artificial lure only) waters
- 1 water in each Commissioner District
- No new costs

- Popular approach on other waters
- 70% approval in 2008 statewide telephone survey
- Little impact on statewide stocking of 2-3 year old fish
- Increase probability of catch of large fish 25-50X
- Public involvement in naming the program

-Overview of Selected streams

- Public participation – to raise angler awareness interest in the program (Aug 3-Sept 4)

- Sample names provided by staff – Blue Ribbon Stocked Trout, Lunker Stocked Trout, Trophy Stocked Trout
- Write-in nominations\*
- 1,561 entries
- 144 different program names proposed
- PFBC staff committee reviewed and ranked proposals
- Waters being stocked – prior to the 2 Opening Days
  - Publication in summary book, press releases have gone out, social media being used to generate interest
  - News /media coverage of several stockings in the past several weeks
- Keystone select merchandise
- Signage incorporates logo on selected waters

**10 Minutes** AFWA Committee Work Plan Review  
(Committee Feedback)

*Ryan Roberts, AFWA*

Draft Workplan shared with Committee for feedback (distributed with Draft Minutes).  
Feedback Deadline (May 13, 2016)

**10 Minutes** Meeting Wrap/Adjourn

*John Arway, PA*