



WV Division of Natural Resources **R3 Strategic Plan**

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February 26, 2020



WVDNR



West Virginia Division of Natural Resources

Who has been involved?

Internal agency staff



Who has been involved?

Agency Partners



- Recreational Boating and Fishing Foundation



- DJ Case and Associates



- Council to Advance Hunting and the Shooting Sports

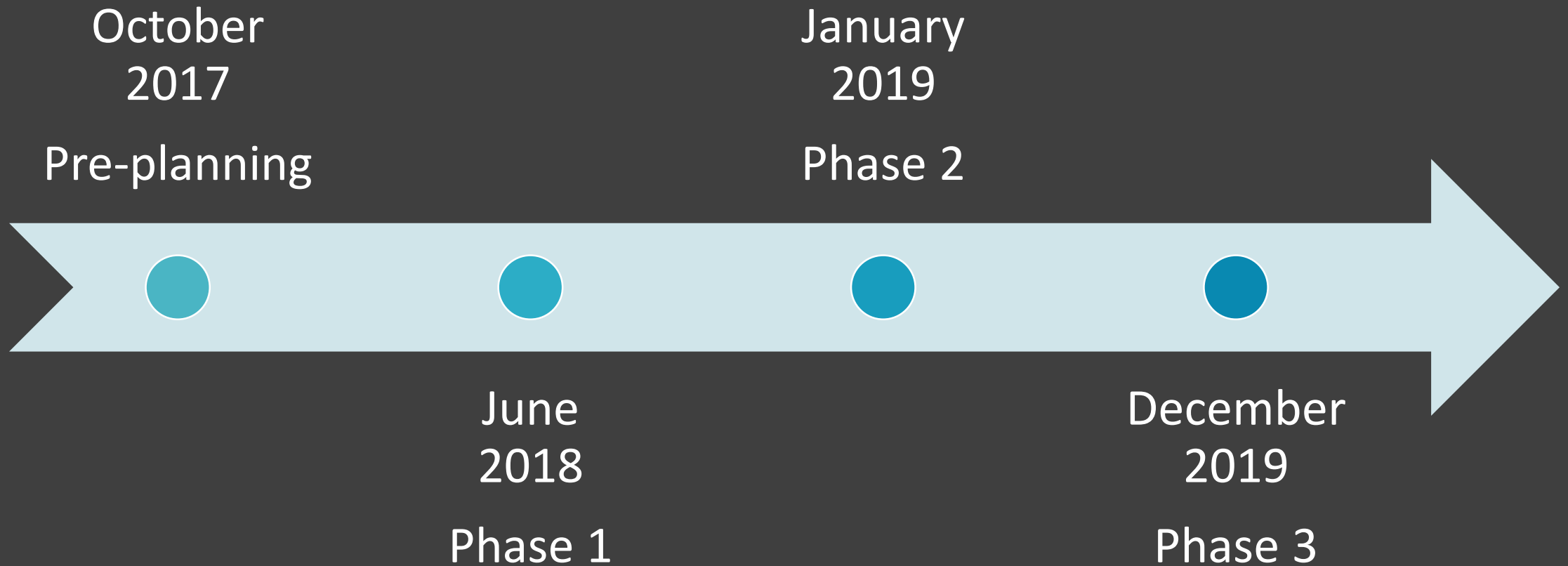


- Wildlife Management Institute



- Statewide Stakeholders

R3 Planning Timeline



Pre-Planning

October 2017
to June 2018

Internal team meetings

1st WVDNR R3
Employee Workshop

Phase 1

June 2018 to
January 2019

Entered initial agreement
with RBFF/DJ Case and
Associates

2nd WVDNR R3 Employee
Workshop

Phase 2

January 2019
to December
2019

Entered second agreement with RBFF/DJ
Case and Associates

R3 Writing Team appointed

Writing Team Pre-Meeting

3rd WVDNR R3 Employee Workshop –
Content Development

Phase 3

December
2019 to
Present

Entered third agreement with
RBFF/DJ Case and Associates

Stakeholder Summit –
February 8, 2020

Currently seeking public
comment

R3 Strategic Plan Format

Introduction

ORAM Background

Overarching Goals:

1. Increase participation in wildlife-associated outdoor recreation.
2. Create and maintain stakeholders for conservation.
3. Ensure that the West Virginia DNR and the larger conservation community remain relevant with West Virginia citizens.

R3 Strategic Plan Format

The WVDNR R3 Plan is built around five pillars:

1. Hunting
2. Shooting Sports
3. Angling
4. Boating
5. Wildlife Viewing/Diversity

Within these pillars, the plan is organized by the following structure:

- Goals
 - Objectives
 - Strategies/Actions/Tasks
 - Target Audience
 - Evaluation/Assessment

2. Utilize information gathered from measuring acceptance and participation rates to better understand participant diversity.

c. **Objective:** Increase the diversity of participants in the shooting sports by 5% over five years.

Metric: Survey of participants in organized shooting events.

Target audience: Active and potential participants in the shooting sports.

- i. Actions:
 1. Conduct social science research to understand the messages, media and spokespeople most effective at increasing public acceptance within the selected demographic groups.
 2. Work with the West Virginia Division of Tourism to publicize public and private shooting ranges, especially to underrepresented audiences.
 3. Create and implement a marketing campaign to present information to diverse groups in support of the shooting sports.

Angling

I. Goal: Increase number of angler participants.

a. **Objective:** Increase the participation at angling events by 5% over five years.

Metric: Participation rates and license buying trends of participants in agency-sponsored and partner events.

Target audience: Current, lapsed, and potential anglers.

- i. Actions:
 1. Hold at least one fishing derby per year in each DNR district.
 2. Evaluate the effectiveness of fishing derbies by monitoring the number of new and returning participants through use or creation of a DNR ID number.
 3. Diversify fishing derbies with different types of fish species available to participants.
 4. Develop, implement, and monitor fishing programs with select partners including West Virginia State Parks and the Army Corps of Engineers.
 5. Measure the effectiveness of partner fishing events by evaluating license buying patterns of participants.
 6. Increase the number of educational fishing programs in schools.
 7. Develop multiple opportunities for program participants to encourage follow-up activities and experiences.

8. Develop a comprehensive marketing plan to promote fishing derby events and detail follow-up communication with participants.

b. **Objective:** Improve and add public fishing sites as guided by the agency capital improvement plan.

Metric: Number of public fishing sites developed and improved.

Target audience: Current and lapsed West Virginia anglers.

- i. Actions:
 1. Develop and promote bank fishing opportunities at three West Virginia State Parks within five years.
 2. Develop and promote one unique fishing opportunity in each district annually.

II. Goal: Increase fishing license sales.

a. **Objective:** Increase license sales among adults aged 18 to 40 by 5% over five years.

Metric: Demographic and sales information collected from the licensing system.

Target audience: Adults aged 18-40.

- i. Actions:
 1. Use partnerships to increase spatial coverage of R3 events to include one DNR-sponsored or staffed event each year within 50 miles of any city or town with a population exceeding 10,000 residents.
 2. Use ELS to collect participant data at DNR-sponsored events to analyze participant buying patterns.
 3. Create and implement a targeted marketing campaign to promote fishing opportunities throughout West Virginia.
 4. Utilize partner events to recruit new and lapsed anglers.
 5. Decrease the complexity of fishing regulations and improve licensing system.

b. **Objective:** Increase license sales among West Virginia college and university students by 5% over five years.

Metric: Demographic and sales information collected from licensing system.

Target audience: West Virginia college and university students.

- i. Actions:
 1. Work with partners to develop clubs, courses, curriculum and presentations for West Virginia college and university students to increase the profile of fishing, both as a traditional activity and a means of funding wildlife conservation.

Goal: Increase Fishing License Sales

- **Objective:** Increase license sales among West Virginia college and university students by 5% over five years.
- **Metric:** Demographic and sales information collected from electronic licensing system.
- **Target audience:** West Virginia college and university students.
 - **Actions:**
 - Work with partners to develop clubs, courses, curriculum and presentations for West Virginia college and university students to increase the profile of fishing, both as a traditional activity and a means of funding wildlife conservation.
 - Promote opportunity for non-resident students to purchase a lifetime fishing license as a WV resident when they are enrolled full-time in any West Virginia college or university.

III. **Goal: Increase diversity of angling participants.**

- a. **Objective:** Increase diversity among angling participants by 5% over five years.

Metric: Utilize license database demographic information to determine status and trends of diverse angler groups.

Target audience: Underrepresented new and lapsed anglers.

i. **Actions:**

1. Implement ELS registration in Becoming an Outdoors Woman (BOW) program.
2. Ensure community representation is used in promotional and educational materials.
3. Develop family friendly angling events that encourage parents or guardians to bring their children.
4. Develop and implement an urban fishing program.
5. Assess demographic information to identify opportunity areas for the recruitment of underrepresented racial and ethnic groups into the angling community.

Boating

I. **Goal: Increase number of boaters.**

- a. **Objective:** Increase boating participation by 5% over five years.

Metric: Measure and increase the number of participants within boating activities developed; measure marketing results including an increase in the number of posts and participation in online boating message boards.

Target audience: Resident boater user groups.

i. **Actions:**

1. Improve hunting and fishing maps through GIS to ensure sure they are regularly updated and promoted.
2. Update DNR webpage with specific boating access site information.
3. Utilize partnerships with boating user groups and the Recreational Boating and Fishing Foundation (RBFF) to promote boating activities.
4. Utilize the RBFF 60 in 60 program materials.
5. Create and utilize an online boating message board that lists events from user groups that link to their own pages to share information and discuss upcoming events.

- b. **Objective:** Assess barriers to boating participation within one year.

Metric: Survey of all West Virginia registered boat owners.

Target audience: Boater education students, lapsed boater registration holders, registered boat owners, kayak and watershed group participants, and licensed hunters and anglers.

i. **Actions:**

1. Develop and implement a survey of licensed hunters and anglers, registered boat owners, and boater education participants to establish a baseline of barriers and trends.
2. Develop strategies, including facility improvements and ADA compliance upgrades, to mitigate barriers where possible.
3. Conduct a follow-up survey of boater education students one year after graduation to assess continued participation.

- c. **Objective:** Increase opportunities for in-person boater education classes by 5% over five years.

Metric: Number of students completing and boating education class annually.

Target audience: West Virginia middle and high school students, new boaters, lapsed boating participants, current hunting and fishing license holders.

i. **Actions:**

1. Secure agency support for boating education implementation.
2. Partner with West Virginia school districts to implement boating education programs in middle and high school curriculums.
3. Obtain list of all online boater education participant contact information.
4. Require new online boater education students to attend a practical exam upon course completion to provide a face-to-face interaction and obtain contact information.
5. Use ELS to provide boater safety and registration information to license holders.

II. **Goal: Increase active boat registrations renewals.**

- a. **Objective:** Reduce churn rate on boat registrations by 5% over five years.

Metric: DMV motorized vessel registration numbers.

Target audience: All resident boat registration holders and motorized boat owners.

i. **Actions:**

1. Request data from the West Virginia Division of Motor Vehicles (DMV) on lapsed boat registrations.
2. Send reminders prior to and after registration lapse through RBFF.
3. Advertise registration reminders to selected markets right before boating season.
4. Utilize the RBFF boat registration marketing program.

Goal: Increase active boat registration renewals

- **Objective:** Reduce churn rate on boat registrations by 5% over five years.
- **Metric:** DMV motorized vessel registration numbers.
- **Target audience:** Resident boat registration holders and motorized boat owners.
 - **Actions:**
 - Request data from the WV Division of Motor Vehicles (DMV) on lapsed boat registrations.
 - Send reminders prior to and after registration lapse through RBFF.
 - Advertise registration reminders to selected markets right before boating season.
 - Utilize the RBFF boat registration marketing program.



Next Steps

West Virginia DNR R3 Plan Public Comment

Introduction

Outdoor recreation is important for the health, well-being and enjoyment of West Virginia residents, and indeed, for all Americans. Participants in “traditional” forms of outdoor recreation provide important sources of conservation funding through the sale of licenses as well as excise tax revenue allocated to conservation through the Sportfish and Wildlife Restoration Program. To increase participation in outdoor recreation, the West Virginia Division of Natural Resources (WVDNR) developed [this Recruitment, Retention, and Reactivation \(R3\) strategic plan](#) to guide future efforts. The draft plan details five key pillar areas:

- Hunting
- Shooting Sports
- Angling
- Boating
- Wildlife Viewing

We Need Your Help!

WVDNR staff developed [this initial draft of the R3 Plan](#), but we recognize that we cannot accomplish its goals and objectives alone.

That's why we are asking you and all interested citizens to review [the draft](#) and give us feedback.

WVDNR will be accepting comments and suggestions on [the DRAFT R3 Plan](#) until April 30, 2020. At that time, we will collate all comments, make appropriate revisions, and produce a final R3 Plan, which will guide our R3 efforts into the future.

If you have questions about [the DRAFT R3 Plan](#) or the review process, please contact: Kayla Donathan, WVDNR R3 Coordinator, (304) 558-2771 ext. 51950, kayla.m.donathan@wv.gov.



Downloads

[West Virginia Division of Natural Resources Recruitment, Retention, and Reactivation Strategic Draft Plan](#)

For more information the extensive background work utilized in the creation of this draft, [download the West Virginia R3 Strategic Planning Situation Analysis and Workshop Summary report](#).

“Finalize” R3 Strategic Plan

- Review and edit plan based on public comments
- Prioritize and implement strategies
- Produce a “final” R3 Strategic Plan
- Monitor and tailor plan

Key Insights



Process can take time.



States must have agency, leadership and partner support.



Measuring outcomes is extremely important.



Partners have been, and will continue to be, an integral part of the R3 process.