IOWA DEPARTMENT OF
NATURAL RESOURCES

LEADING IOWANS IN CARING FOR OUR NATURAL RESOURCES
Let’s Go/Fish Local: Iowa’s Community-Based R3 Fishing Initiative

Campaign Dates:
May 20 – July 15, 2018

Tyler Stubbs – Community Fishing Biologist
Julie Tack – Communications and Marketing Specialist
The Iowa DNR Community Fishing Program
Retention Basins

Stormwater & Fishing
"This is going to be a 'drive to and spend all afternoon' park. There's going to be enough things to do that you can bring your family."
https://dmreg.co/2I0RuQF

Altoona, Pleasant Hill add 150 acres of recreational space with 2 'destination' parks
We want to avoid this...
We also really want to avoid this....
“If you don’t like change, you are going to like irrelevance even less.”
- General Eric Shinseki

“There is a new generation of conservationist out there. They’re in cities, they’re using smart phones exclusively, they don’t hunt, or fish, and have never spent a night outdoors, English may be their second language, and their skin is shades of red and brown.”
- Dan Ashe, USFWS Director
Are they really that different?
Percentage of Urban vs. Rural Anglers in Iowa
Map of Community Fishing Program pond progress. So far since 2016, the Community Fishing Program has assisted with the design and/or stocking of 27 new fisheries in 13 cities for the anglers of Iowa.

*Also includes new existing ponds added due to land acquisition*

**2016-2017**
- Altoona – Spring Creek South, Ironwood South, Brookhaven
- Ankeny – Prairie Plaza North, Prairie Plaza South
- Bettendorf – Haley Heights
- Davenport – Prairie Pointe
- Johnston – Johnston High School
- Marion – Waldo’s Rock
- Norwalk – Warrior Pond, Elizabeth Holland North and Elizabeth Holland South
- Tiffin – Prairie Park North, Prairie Park South, Prairie Park Middle
- Waukee – Kettlestone East, Kettlestone West, Tallgrass

**Renovations/ Facility Upgrades Planned**
- Altoona – Oak Hill Park Pond
- Boone – McHose Park Pond
- Clinton – Emma Young Pond
- Des Moines – MacRae Park, Wittmer Park
- Waterloo – Greenbelt Lake

**2019 Planned**
- Altoona – Townsend Pond, Spring Creek North
- Asbury – Wedgewood Pond
- Bondurant – Eagle Park Pond
- Pleasant Hill – Hickory Glen
- Polk City – Crossroads East, Crossroads West
- Waukee – Sportsplex Pond

**Achieved or Working on Public Access**
- Altoona – Bass Pro Shops Pond
- Fort Dodge – Fort Dodge Betterment Foundation Pond
- Grimes – Hope Lutheran Church Pond *Achieved*
- West Des Moines – Covenant Development Pond

*Iowa Department of Natural Resources*
*Bruce Trautman, Acting Director*
FISH LOCAL

LET’S GO! OUTDOOR FUN IS FIVE MINUTES AWAY.
Grant funding from Recreational Boating and Fishing Foundation

Goal: Increase license sales in the Des Moines metro area by promoting local fishing ponds and lakes.
Communities targeted:

- Altoona
- Ankeny
- Bondurant
- Clive
- Johnston
- Norwalk
- Pleasant Hill
- Polk City
- Urbandale
- Waukee
- West Des Moines
Campaign components:
- Postcard customized for each community
- Living Iowa magazine ads
- Social media
- Digital ads and videos on websites
- Web page with locations and fishing atlas
- Email blasts
- Ponds/lake signage with Fish Local brand
- Programming
Find more than 70 ponds & lakes around the Des Moines Metro area perfect for fishing!

WHAT ARE YOU WAITING FOR?
GRAB YOUR FAMILY, ENJOY THE OUTDOORS
AND "FISH LOCAL" TODAY.
Fishing licenses, maps, regulations and fishing tips at
WWW.IOWADNR.GOV/FISHLOCAL

Check out these Altoona hotspots for bass, bluegill and catfish!

CLAY POND — west of 3rd Avenue SW across from Clay Elementary (2200 1st Avenue South). Paved trail and picnic tables.

IRONWOOD POND — NE of intersection of 21st St SW & 3rd Ave SW near Ironwood Park. Paved trail leads to fun pirate-themed playground.

LIBRARY COMPLEX — 700 8th Street SW. Ponds on paved trail, extending to nearby parks. Splash pad, picnic shelter and bathrooms.

Get hooked on Johnston Fishing!

The fish are in the water, now grab your family and go!

Buy your license, explore maps, get Iowa fishing regulations and learn more at
WWW.IOWADNR.GOV/FISHLOCAL

License required if aged 16 and older. Kids fish free!
Community Fishing Program: Fishing in West Des Moines

Tyler Stubb – Community Fishing Biologist, Iowa Department of Natural Resources

To keep up with the the growing number of Iowans living in urban communities, the Iowa Department of Natural Resources (DNR) developed a Community Fishing Program and hired a statewide Community Fishing Biologist to focus on Iowa’s larger and more diverse cities. According to the last US Census Survey in 2010, 64 percent of Iowans were considered urban, and the trend has continued its upward climb. Additionally, around 50 percent of Iowa anglers are considered urban. So, it makes sense that there should be places for people to fish in places where people live.

West Des Moines currently has two public fishing areas, with the potential for more as the city continues to expand. The largest is Blue Heron Lake located in Raccoon River Park, 2500 Grand Avenue. You will find great areas to fish whether from the large accessible fish pier or from miles of shoreline with many trail access points and plenty of parking. Blue Heron Lake, a large 325 acre lake, boasts opportunities for catching Largemouth Bass, Bluegill, Channel Catfish, and Crappie. These species are all commonly caught around the fishing pier, as well as in areas with lots of habitat such as trees and other vegetation.

In recent years, Hybrid Striped Bass have been stocked to provide a unique fishery for a very hard fighting fish. Some of these fish are starting to reach 10 pounds and are providing exciting opportunities for anglers using crankbaits, spinnerbaits, worms, or anything that has a lot of action.

The other West Des Moines fishing is the City Campus Pond, located between South 35th Street and Mills Civic Parkway next to the West Des Moines Library and City Hall. This pond is home to really nice Bluegill, Largemouth Bass, and Channel Catfish. The paved trail that circles the pond gives anglers easy access to prime fishing locations. Bluegills are commonly caught in this pond by simply putting a worm on a hook a couple of feet under a bobber.

Find more places to fish in the metro area on the DNR website at www.iowadnr.gov/fish local. Learn tips and techniques to successfully catch these different species at http://www.iowadnr.gov/fishing/Fishing-Tips-How-To/How-to-Put-a-Worm-Under-the-Bobber-For-Bluegill.

Adopt a Park, Trail or Street in West Des Moines!

Are you tired of seeing trash in a park, on a trail, or along a street near your home? Are you ready to do something about it?

Now you or your local group can adopt one of West Des Moines’ parks, trails or streets and help make a difference in your community! Resources needed to accomplish the cleanup will be provided by the City.

After your group has officially adopted a park, trail or street, a sign will be placed to recognize your sponsoring group.

For more information or to sign up online, go to http://www.wdm.iowa.gov/i-want-to/sign-up-for/volunteer-opportunities.

Help Us Name the Pond!
The pond on the City Campus is a special place that needs a special name. Help us name the pond by sending your idea to parks@wdm.iowa.gov with “Name the Pond” in the subject line. The deadline for submissions is August 31st. If your name is selected, you will receive a $25 gift card to be used for any Parks & Recreation program or facility reservation.

Funding for these projects provided by Metro Waste Authority

Visit us on the web at www.wdm.iowa.gov
Social Media Ads

- May 25 – July 4
  - 3,434 Facebook Referrals to Fish Local webpage.
  - 41,042 people reached through ads.
  - 160,582 impressions from ads.
  - 2,864 click thru on ads.
Facebook Live Fishing Stats

Performance for Your Post

22,051 People Reached
11,146 Video Views
462 Reactions, Comments & Shares

A like 149 On Post 72 On Shares
14 Love 14 On Post 0 On Shares
2 Haha 1 On Post 1 On Shares
200 Comments 186 On Post 14 On Shares
25 Shares 23 On Post 2 On Shares
3,626 Post Clicks
1,086 Clicks to Play 24 Link Clicks 2,816 Other Clicks

Get More Likes, Comments and Shares
Boost this post for $2 to reach up to 6,900 people.

Your video is popular with men between the ages 25-34

144 Likes 136 Comments 23 Shares

Iowa Department of Natural Resources was live — at West Des Moines Public Library.
Published by Jessie Brown on May 24, Anytime

High water is making it tough to fish in most parts of the state right now, but check your local pond - it may be just right. Ask your fishing questions LIVE to our fearless fishing duo of Officer Aron Arthur and Community Fisheries Biologist Tyler Stubbs!
City Partnerships on Social Media

City of Ankeny - Government
City of Johnston Government
City of Pleasant Hill, Iowa
Johnston Bait and Tackle
Waukee Betterment Foundation
Waukee Parks and Recreation
www.iowadnr.gov/fishlocal

* Total of 10,599 web page views during the campaign.
Community Fishing Atlas

*Total of 14,613 atlas views during the campaign.
**Open for Public Fishing**

**Fish Local**

Fishing license required if aged 16 or older. Visit www.iowadnr.gov for Iowa fishing maps, laws and licenses.

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**Please Follow Iowa Fishing Regulations**

<table>
<thead>
<tr>
<th>Fish Species</th>
<th>Daily Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bluegill</td>
<td>25</td>
</tr>
<tr>
<td>Crappie</td>
<td>25</td>
</tr>
<tr>
<td>Channel Catfish</td>
<td>8</td>
</tr>
<tr>
<td>Largemouth Bass</td>
<td>3 (must be 15” minimum to keep)</td>
</tr>
</tbody>
</table>

Releasing bass back into this waterbody helps maintain healthy fish populations.

Fishing license required if aged 16 or older. Visit www.iowadnr.gov for Iowa fishing maps, laws and licenses.

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**Iowa Department of Natural Resources**

Bruce Trautman, Acting Director
Emails

- **Email 1 to targeted lapsed/inconsistent anglers 5/23:**
  - 4,955 sent
  - 2,406 opens
  - 1,552 unique opens (32%)
  - 277 unique clicks (6%)

- **Email 2 to targeted lapsed/inconsistent anglers 6/13:**
  - 4,904 sent
  - 1,870 opens
  - 1,204 unique opens (25%)
  - 110 unique clicks (2%)
Television Network

- Email to 50,000 WHO-TV audience, 5/22:
  - Opens: 7,602 (15%)
  - Clicks to Fish Local:
    - 671 (8.8%)
- Digital Ads:
  - Banner Ads
    - 85,006 impressions
    - 0.02% click thru
  - Scrolling Text
    - 25,419 impressions
    - 0.59% click thru
Video Ad

- https://youtu.be/hd5h0NMxkGY
Programming Efforts

• Summer Position.
  – Outdoor recreation in Johnston.
  – Reached out to nearby communities.

• Partner Events
  – Free Fishing Weekend events.
  – Vamos A Pescar.
  – Outdoor Expo.

• 2019 Strategy.
  – Americorps Position.
  – Vamos A Pescar.
  – Direct Email/Social Media.

Overall goal is to link Marketing, Access, and Programming efforts
## Results

<table>
<thead>
<tr>
<th>METHOD</th>
<th>Purchased</th>
<th>Lift</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Only</td>
<td>17.8%</td>
<td>12.6%</td>
</tr>
<tr>
<td>Postcard Only</td>
<td>12.0%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Postcard &amp; Email Combined</td>
<td>15.1%</td>
<td>9.9%</td>
</tr>
<tr>
<td>Overall Purchased</td>
<td>13.2%</td>
<td>8.0%</td>
</tr>
</tbody>
</table>

Gross Revenue: $45,345; Additional Licenses: 1,225

Total ROI: $24,976.16
Survey

• *50% took a child fishing.*

• 77.2% fished a local pond in the Des Moines metro.

• 10.5% said Fish Local effort influenced their license purchase.

• What marketing strategy did they recall seeing? (Check all that apply)
  – 43.9% Email.
  – 14% Postcards.
  – 13% Family Clinics and Special Events.
  – 11% City Government Communication.
  – 11% Website ads.
  – 9% Magazine ads.
  – 3.5% Social Media.

 63% recalled seeing at least 1 form of marketing.
Survey Continued

• How do you want to receive information?
  – 72% Email
  – 46% DNR Website
  – 28% Direct Mail
  – 23% Social Media
  – 18% Local Magazines
  – 18% Local News
  – 16% City Government
First Fish – Unexpected Correlation?

• During the Campaign:
  - 99 Total Fish
  - 33.3% from Urban Areas
  - 63.6% of Urban fish from the DSM Metro
  - 91% increase DSM metro from 2017
Lessons Learned

• Customized information works!

• Email and Postcards combined were effective.
  – Emails provided the most lift (12.6%).

• Social Media promotes engagement.
  – Cost: $505.16.
  – More impressions (160,000) than Digital media.

• Digital strategies benefits did not out way the costs.
  – Cost: $7,988.40.
  – Lower open rate than DNR email.
  – Web ads (110,420 impressions, only 169 clicks).

• Leveraging a growing program and partnerships is smart.
How will this effect the future?

- The DNR will continue to expand Fish Local marketing statewide.
- Less Digital Media usage.
- Community Fishing Survey.
- Customized information will be the focus.