

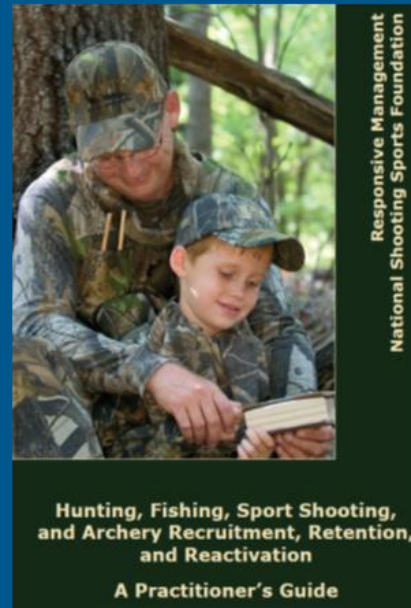
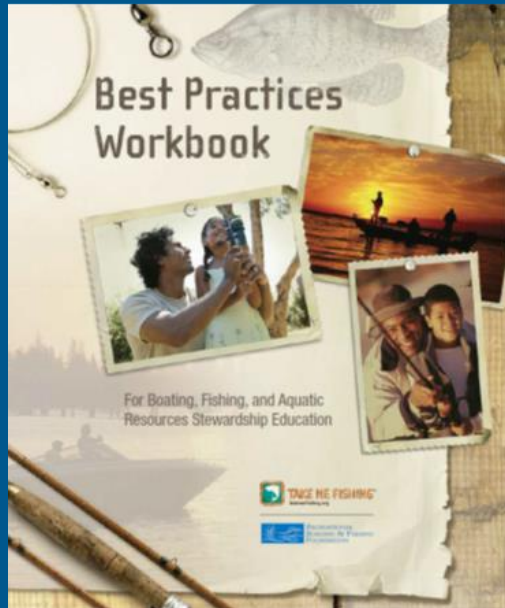
Applying Best Practices

To R3 Education Programs

Carl Richardson
PA Fish & Boat Commission

PFBC Mission: To protect, conserve, and enhance the Commonwealth's aquatic resources and provide fishing and boating opportunities





Recommendations and Strategic Tools for Effective Angler Recruitment, Retention and Reactivation (R3) Efforts

A work product of the partnership between the
Aquatic Resources
Education Association
and the
Recreational Boating & Fishing Foundation

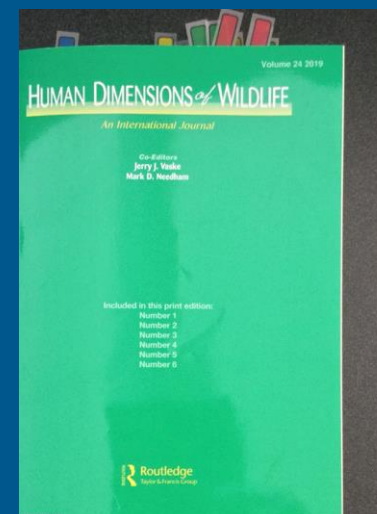
November 2016

The Future of Hunting and Fishing

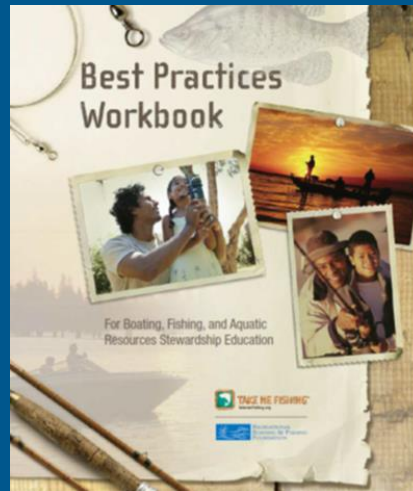
Conducted for
The Council to Advance Hunting and the Shooting Sports

by
Chase & Chase Consulting

2017



A **Best Practice** is a program or practice with specific outcomes that has been clearly defined, refined, and evaluated through repeated delivery and supported by a substantial body of research. These practices represent the best knowledge available ...



*Best Practices Workbook for Boating,
Fishing, and Aquatic Resources
Stewardship Education, RBFF 2010*



R3 Education Best Practices

1. Fits with broader agency goals
2. Supported by research
 - R3
 - Other fields
3. Appropriate resources
4. Defined outcomes (*realistic*)
5. Includes evaluation from start
 - Needs assessment
 - Short & Long-term
6. Developed by knowledgeable staff
7. Learner-centered, and relevant
8. Delivered by knowledgeable instructors



History of PFBC Angler Ed

- Guided by tradition
- “Kids aren’t fishing like they used to”
- One-shot wonders
- Little consideration of research
 - Process of becoming an angler
 - Motivations, constraints
- Often children from fishing households



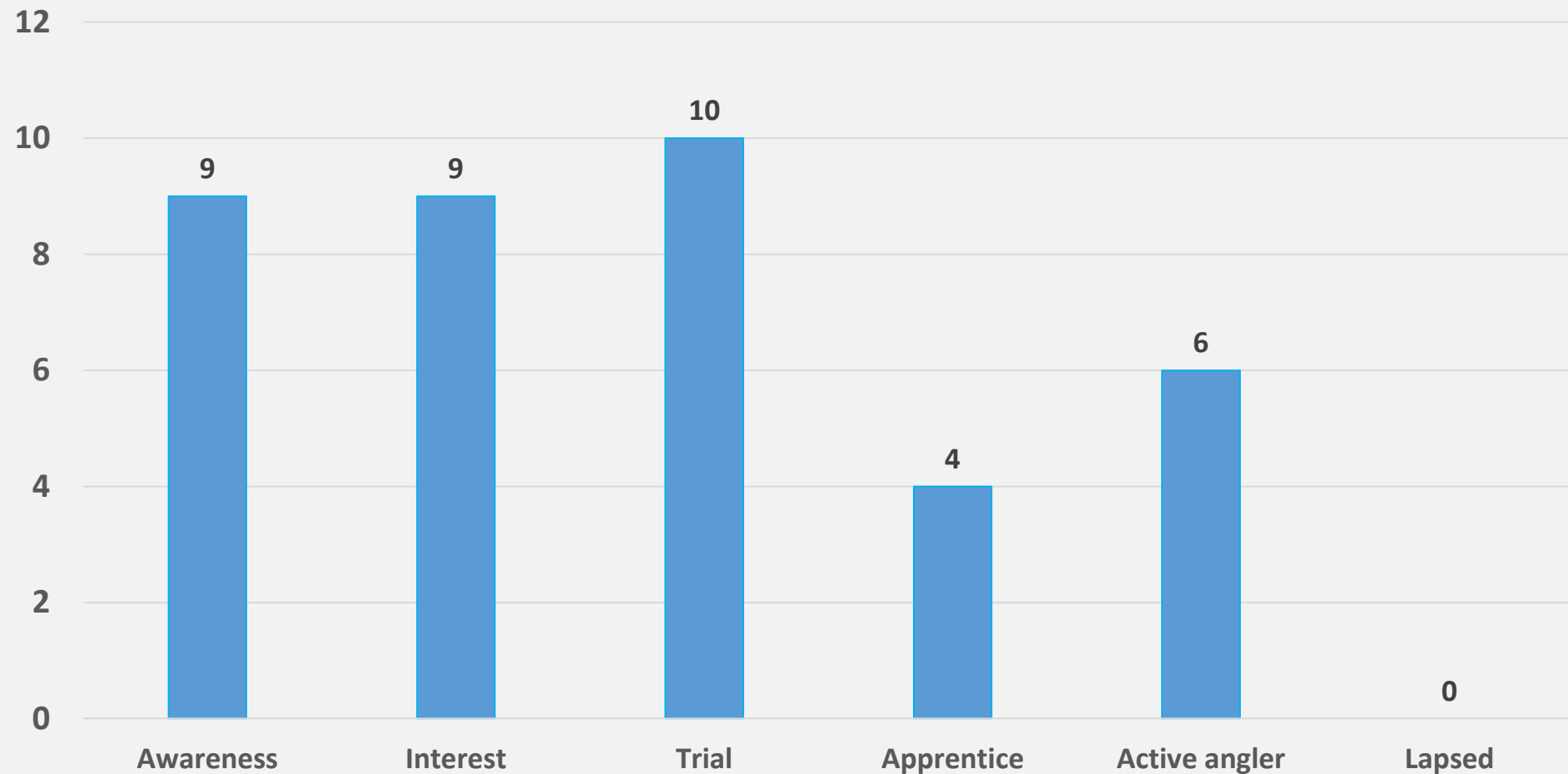
Need to Do “Something”, 1994

- Need to do more for kids
- No additional resources
- Good ideas vs evidence-based
- Outputs more important than outcomes
- Didn't consider demographic changes
 - Convert to Sr. Lifetime
- Lacked understanding of churn, R3

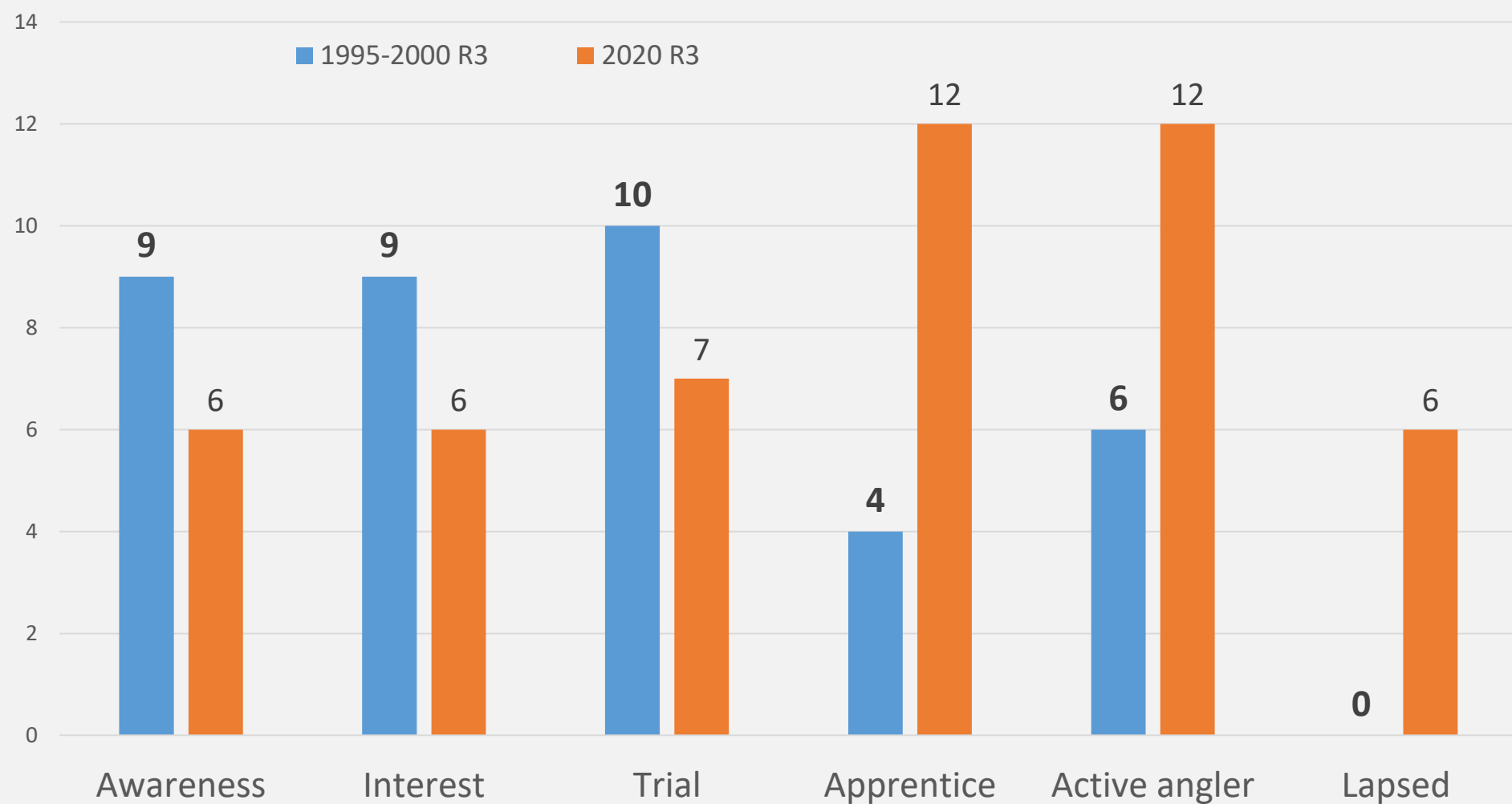


Reflected in Angler Ed Effort

ORAM Stage Targeted
1995-2000 R3 Activities

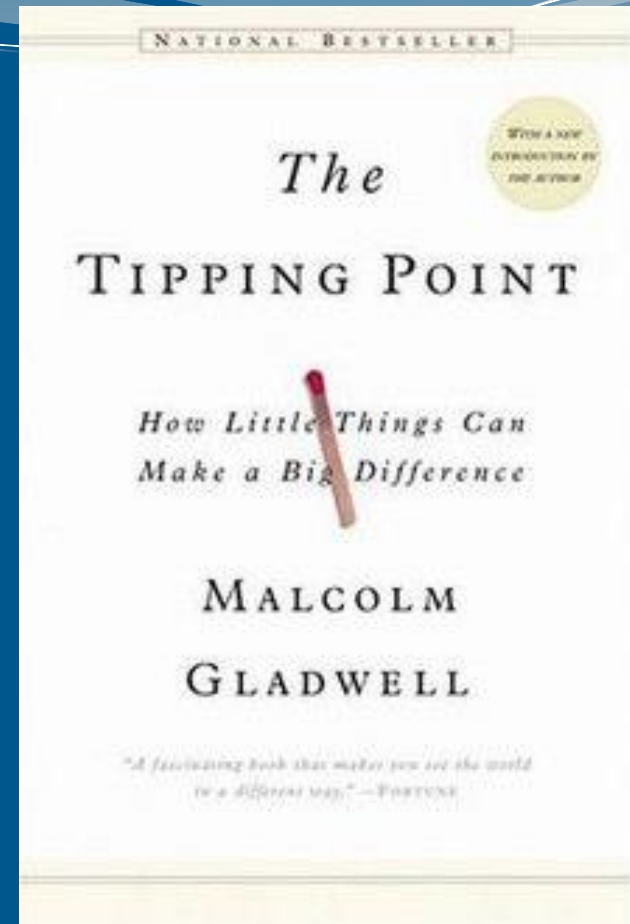
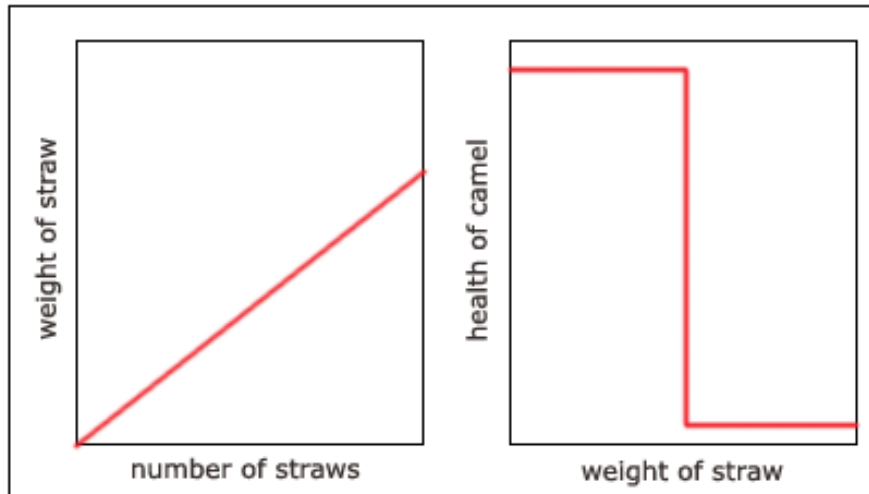


ORAM Stage, 1995-2000 and 2020



Tipping Points

- External
- Internal
- Programmatic



External Tipping Points:

Role of National Partners

- Aquatic Resource Education Association, 1995 +
- American Fisheries Society, Education and Human Dimensions Sections, 1996-2001
- Recreational Boating and Fishing Foundation, 1998+
- American Sportfishing Association, 2000+
- Association of Fish and Wildlife Agencies, 2000+



Results

- Exchange of information
- Funding for research
 - Responsive Management, Southwick Associates, DJ Case, and others
 - Future of Fishing, 2003
- RBFF market research
- RBFF Best Practices, 2001, 2010
 - RBFF/AREA Strategies for R3, 2016
- Collection and analysis of national-level data, 2010+
- Funding for states



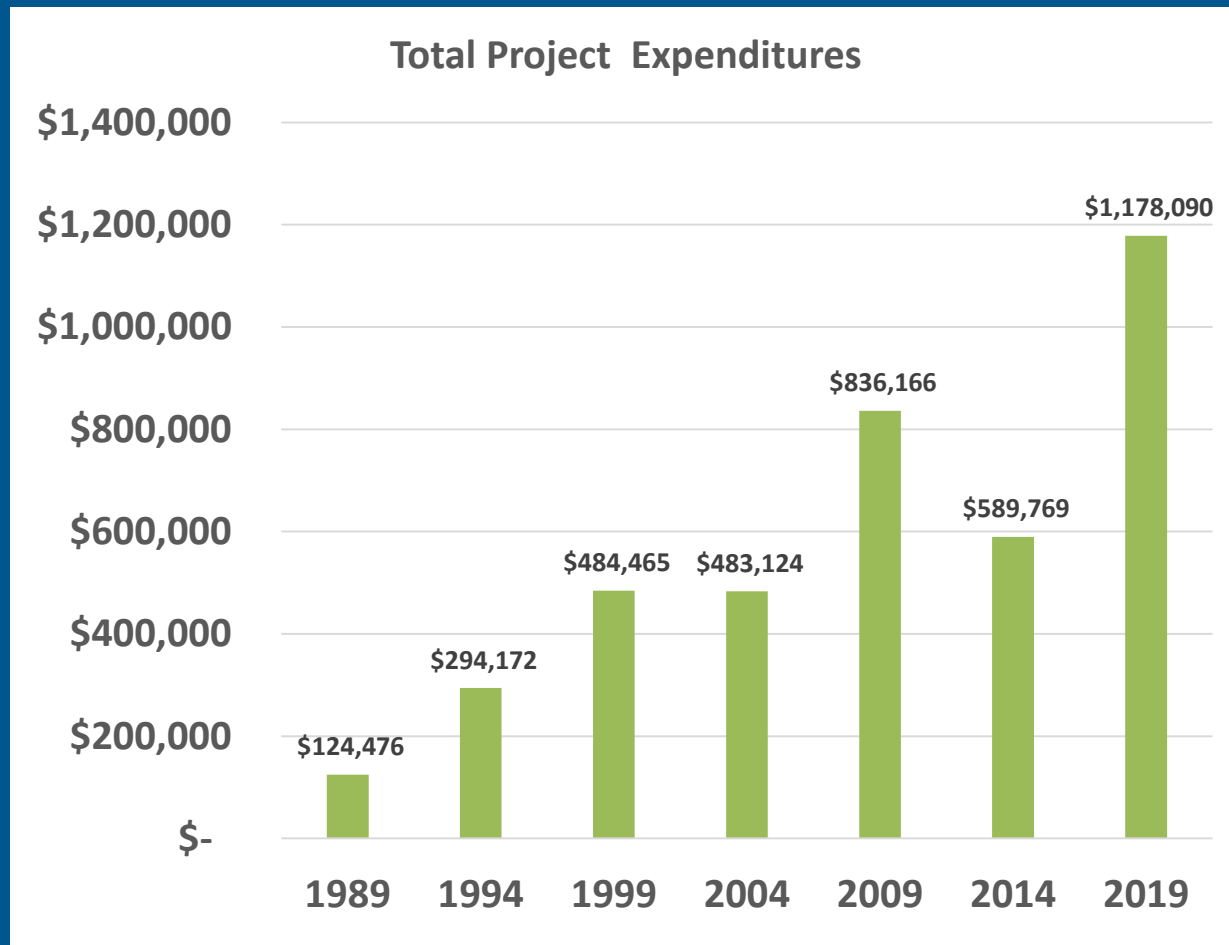
Threats to Fishing Participation

- Demographic changes
- Low level of:
 - Interest
 - Knowledge
 - Skills
 - Social support
- Access to opportunities
- Agency capacity

Recommendations and Strategic Tools, AREA/RBFF, 2016



Internal Tipping Point: Agency Resources



Internal Tipping Point: PALS

Pennsylvania Automated License System (PALS 1.0),
2008

- Demographics
- Purchase patterns
- Recruitment, retention rates

2.8+ million unique customers, 2008-2019

~1.3 million transactions in 2019



PALS Insight

Better understanding of “problem”

- Aging population, aging buyers
 - Sr. Life=20% of 2017 certified license sales
- 82% males
- Majority
 - Age 45+
 - Rural areas
- Churn~300,000 lapse annually
- Under-represented segments
 - Urbanization



Programmatic shift: Target Adults

- Especially families, 2003+
 - RBFF market research
 - Responsive Management, use adults to reach youth
 - Request from parents and grandparents
- Program development by the book: Best Practices



Family Fishing Program

- Pilot, 2003-2005
- Outcomes over outputs
- Evaluation built into program
- Statewide rollout 2008
- Target new partners: parks and rec, other community groups
- Template for other programs



Shift: Collection of Participant Data

- Post-program evaluations, 2003+
 - Family Fishing Program (FFP) Pilot
- Attendance data, 2007
 - Contact information, age
- Pre-registration data, 2011
 - Participate in RM study; pre and post interviews
 - 2011 and 2014
- Event management system, 2018
 - Efficient and accurate
 - Detailed demographics

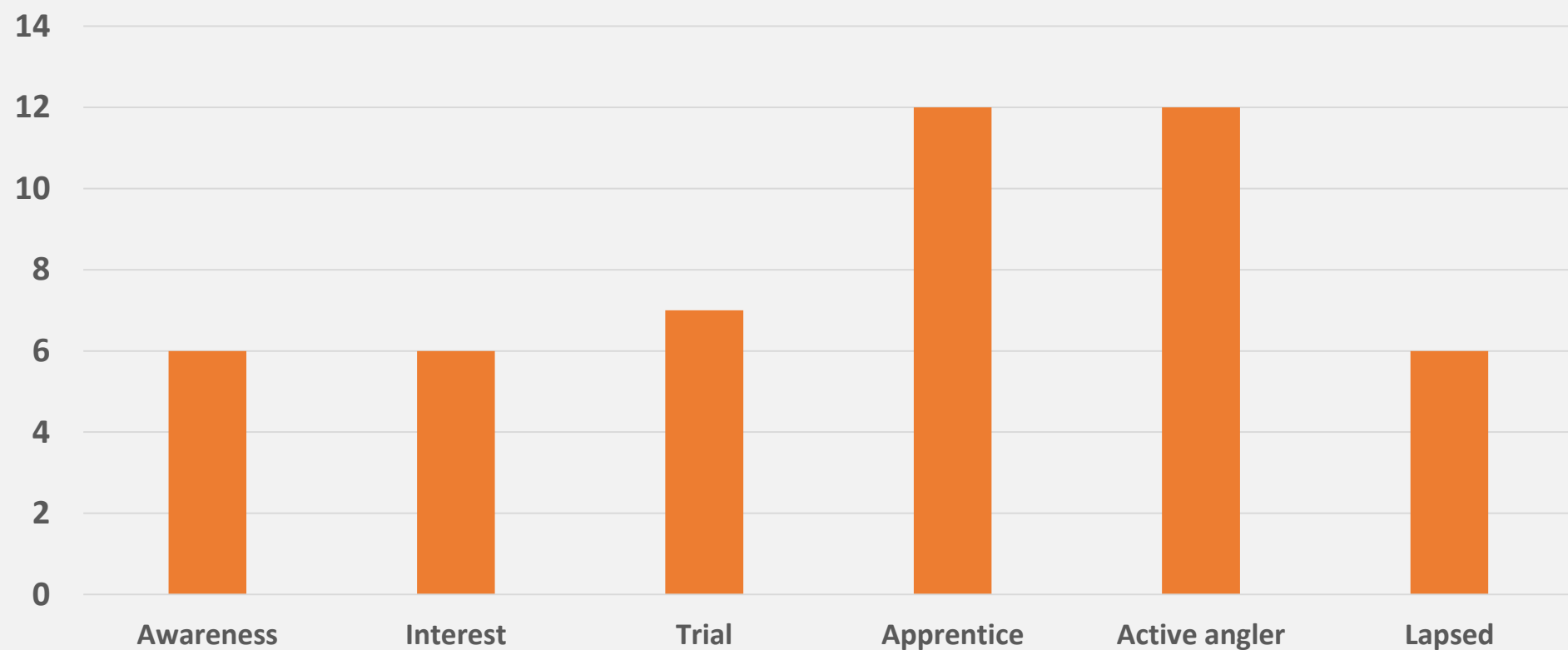


Shift: Later ORAM Stages

- 2016 map to ORAM (R3 plan prep)
 - Obvious holes later stages, social support
- Statewide rollout
 - Fly Fishing
 - Ice Fishing
 - Kayak Fishing
 - Species specific
 - Trout
 - Catfish
 - Meet-up, 2018



2020 R3 and ORAM Targeted



Ladies Fly-Fishing

- Basic fly-fishing
 - Dry land or on water
- Beyond basics on-the-water
 - Apply skills, nearly 1-1 ratio
- Specialty fly-fishing
 - 2018 & 2019 Lake Erie trib. steelhead
 - Plans for others



BP #7 and #8, and repeated contact



Program Shift: Urban and Suburban

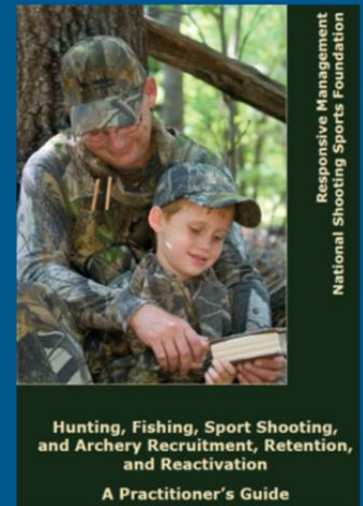
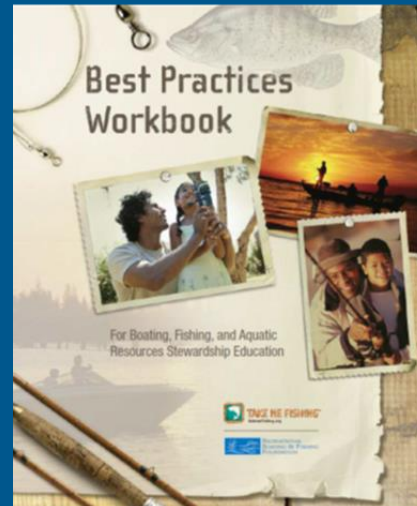
RBFF First Catch, 2018

- Philadelphia MSA, 5 counties
- Staff, 2 new positions
- Equipment
 - Trailers
 - Program gear



Performance Measures & Evaluation

- Outputs
 - Counts
 - Attendance
- Outcomes
 - Short-term
 - Long-term



Short-term Outcomes

- Reaching intended audience?
- Increase interest level
- Knowledge of fishing technique and local opportunities
- Skills
 - Casting
 - Knot tying
 - Rigging
 - Application
- Likelihood of future behaviors

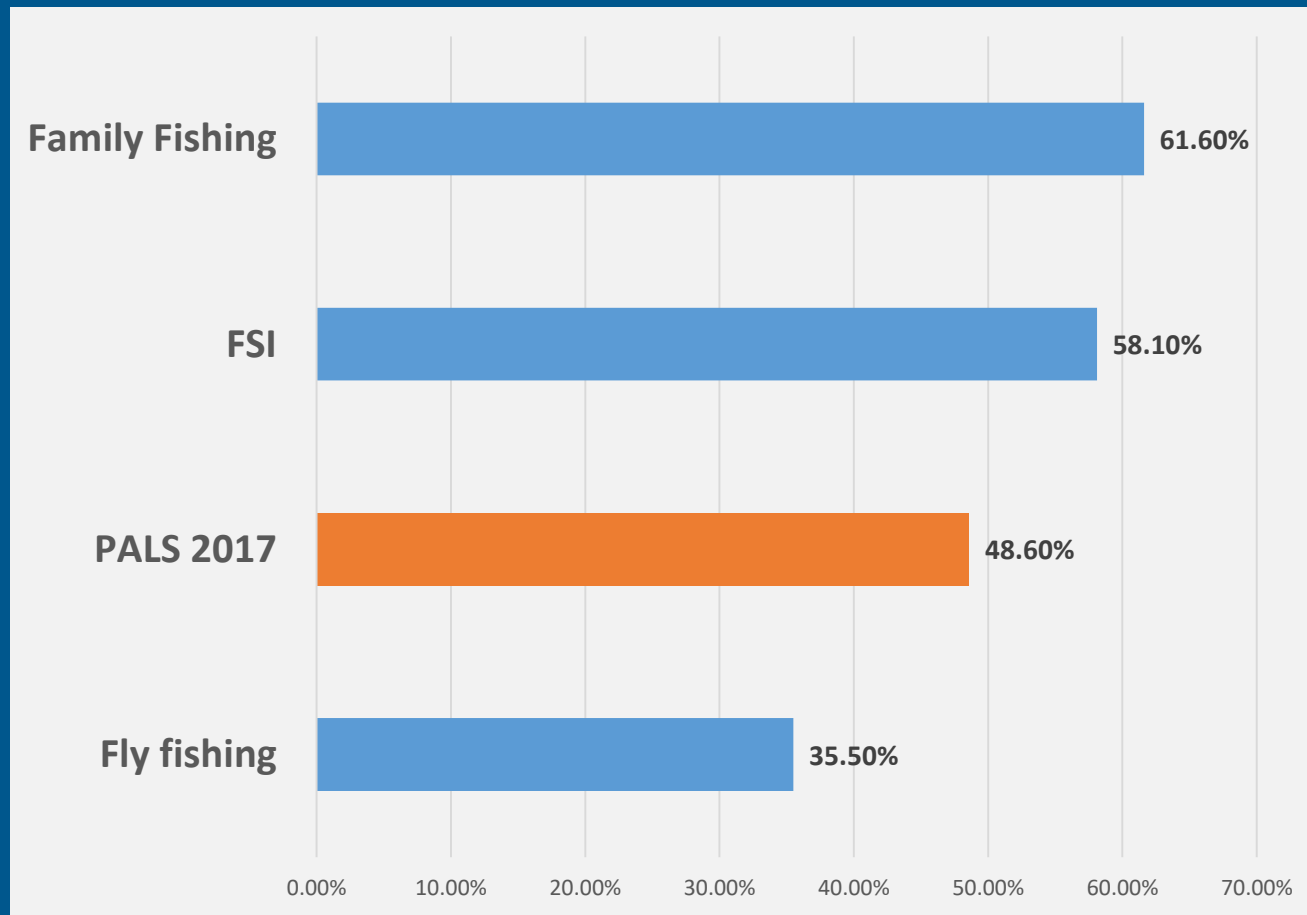


Measuring Short-term

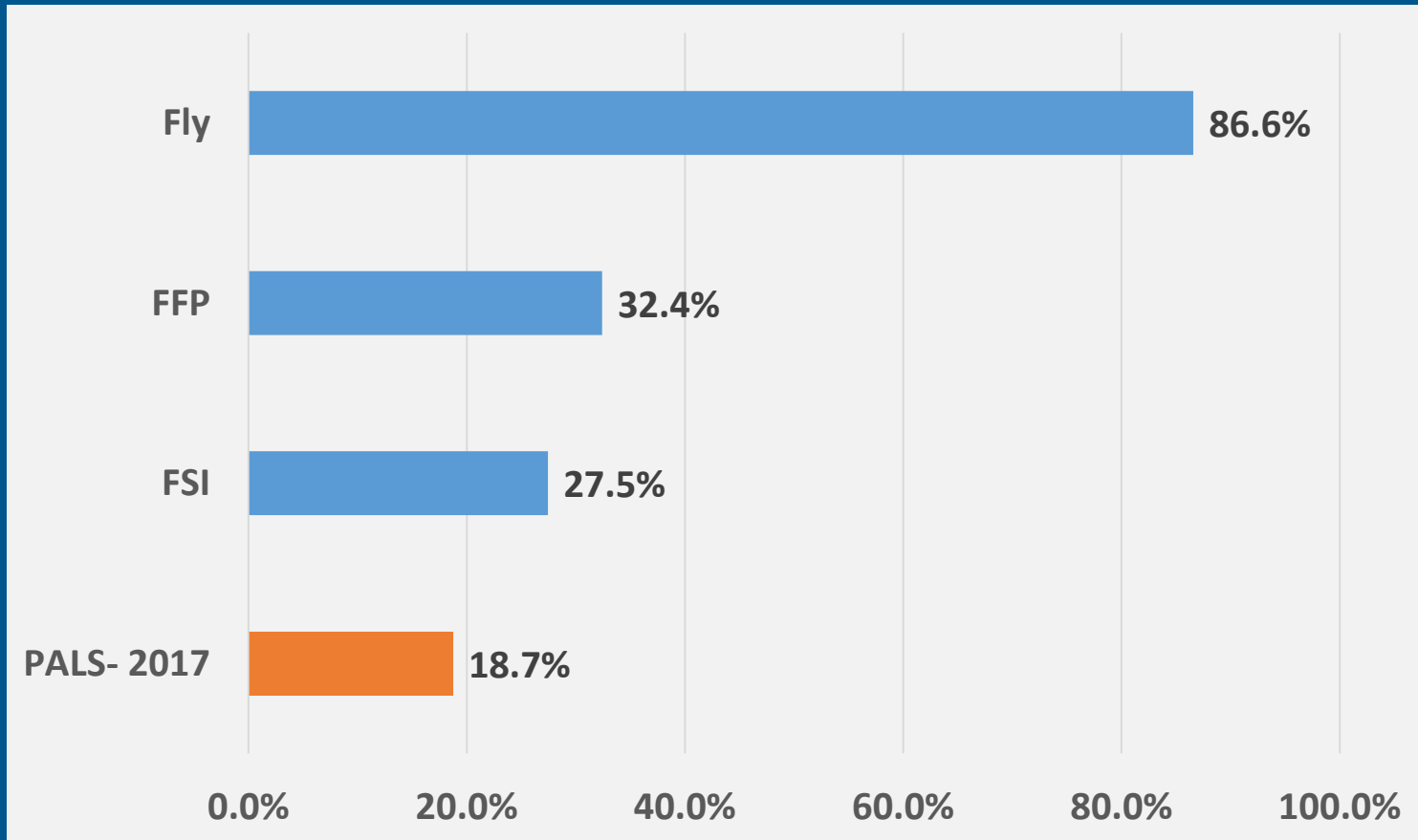
- Participant characteristics
- Changes in knowledge, skills, attitudes
 - Based on RM study, 2011 and 2014
 - Pre- and post-program interviews
- Post-program evaluation forms



Participants younger than age 45



Female Participants

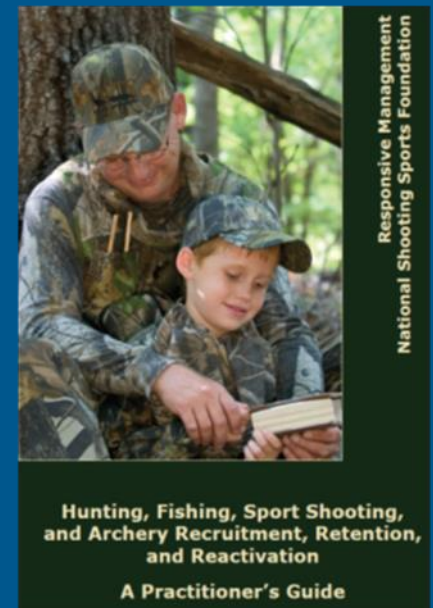


Responsive Management, 2014

FFP top 5 in effectiveness in 10 categories (69 programs).

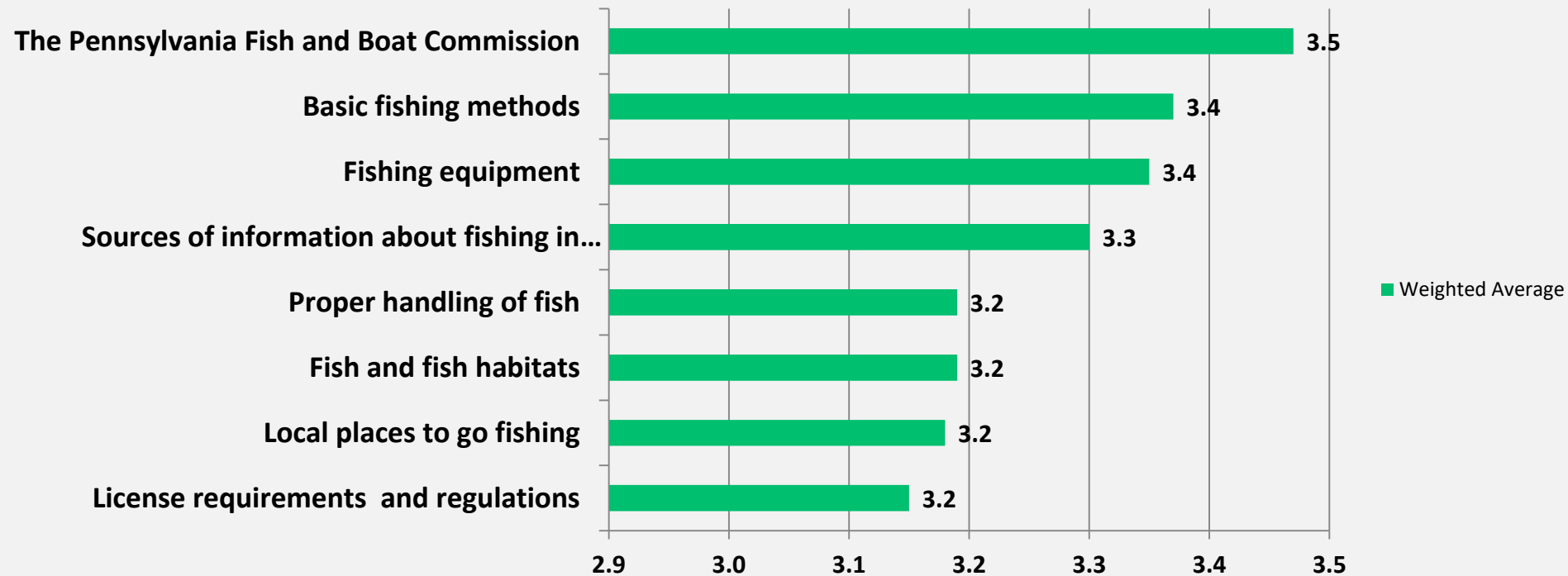
Increases in percent who:

- Self-identify as angler
- Likely to go fishing
- Correctly named agency
- 48% increased knowledge great deal



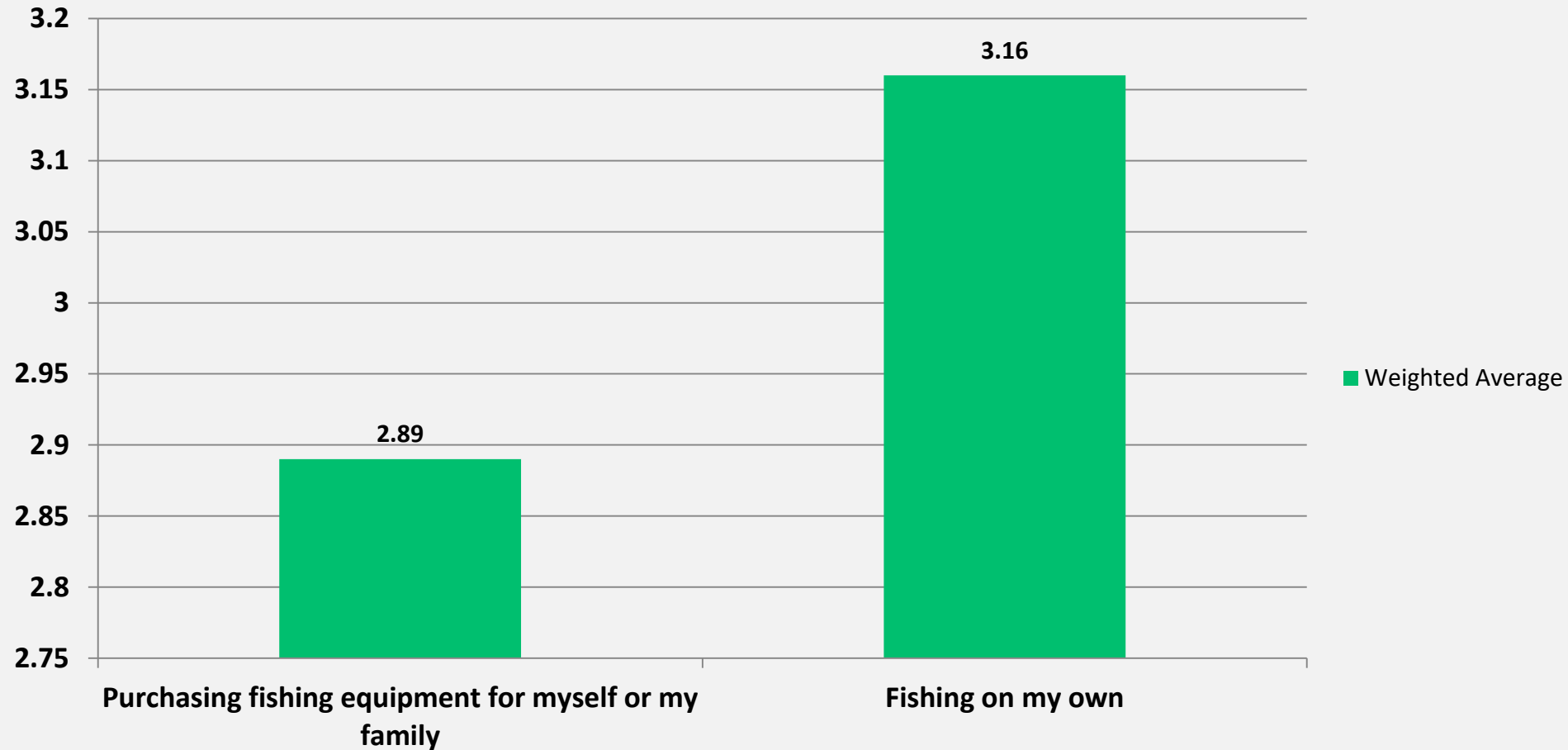
FFP Post-program Results

How much did the program increase your knowledge about the topics listed below?

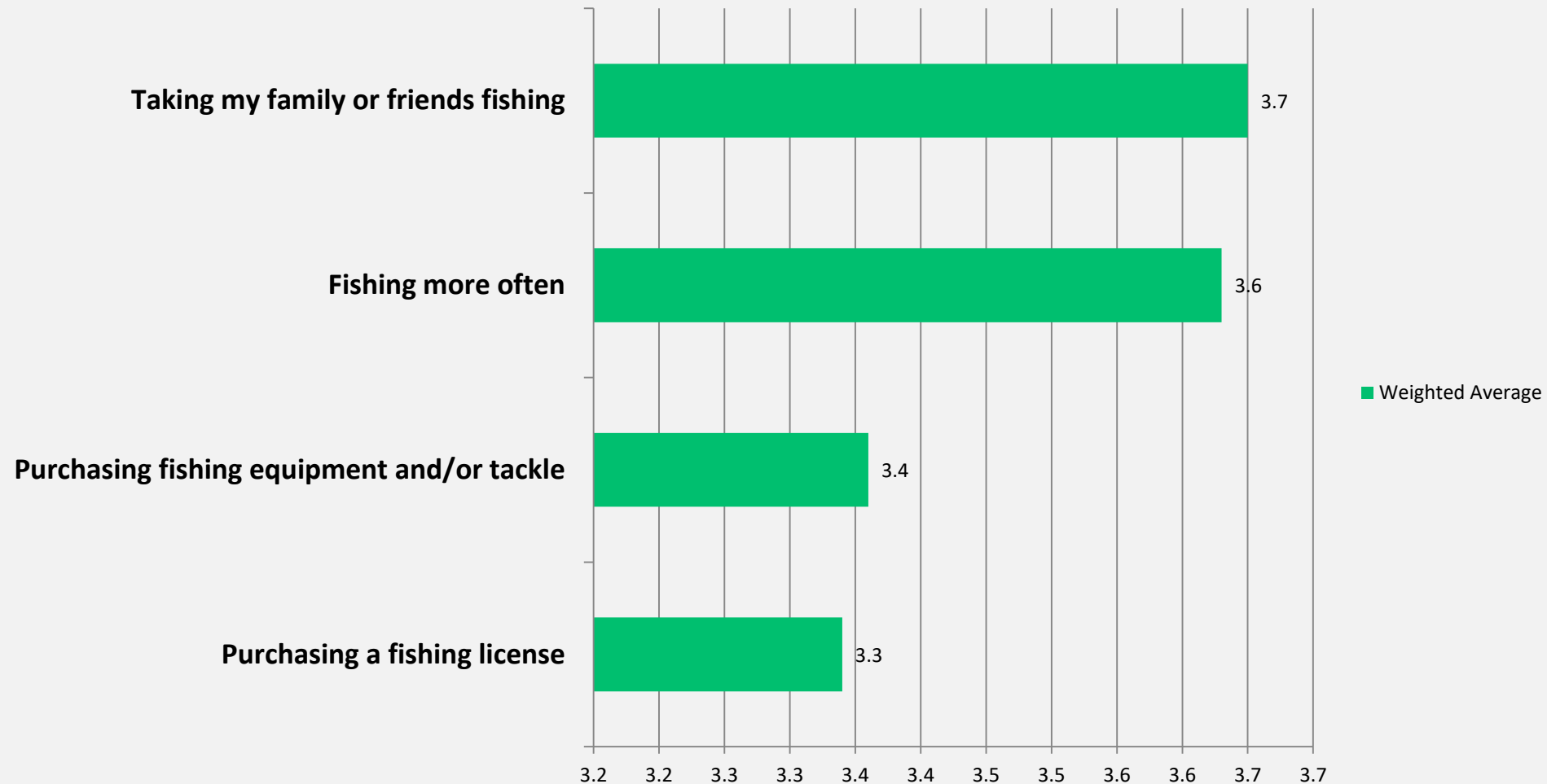


How much did the program increase your confidence in the areas below?

scale 1 to 4, 4=increased great deal



How much did the program increase the likelihood of the following?



Long-term Outcomes

- Purchase of first license
- Reactivate lapse
- Reduce churn
- *Increase fishing activity**
- *Increase interest**
- *Unmet needs**

*survey planned for late 2020



R3 Treatments Evaluated



Contest Entry @ Events
2016-2017



Angler Award
Program
2010-2017



Family Fishing Programs
2011-2017



Family Fly Fishing
2012-2017



Instructor Training
2008-2017



Late Season Discount
10/16-12/16

Treatment Sample

Treatment	Records
Contest entries at shows & expos	10,506
Angler Award Program	5,020
Family Fishing Program	2,751
Fly Fishing Program	332
Fishing Skills Instructor Training	529
Late Season Discount	6,597
Total	29,042

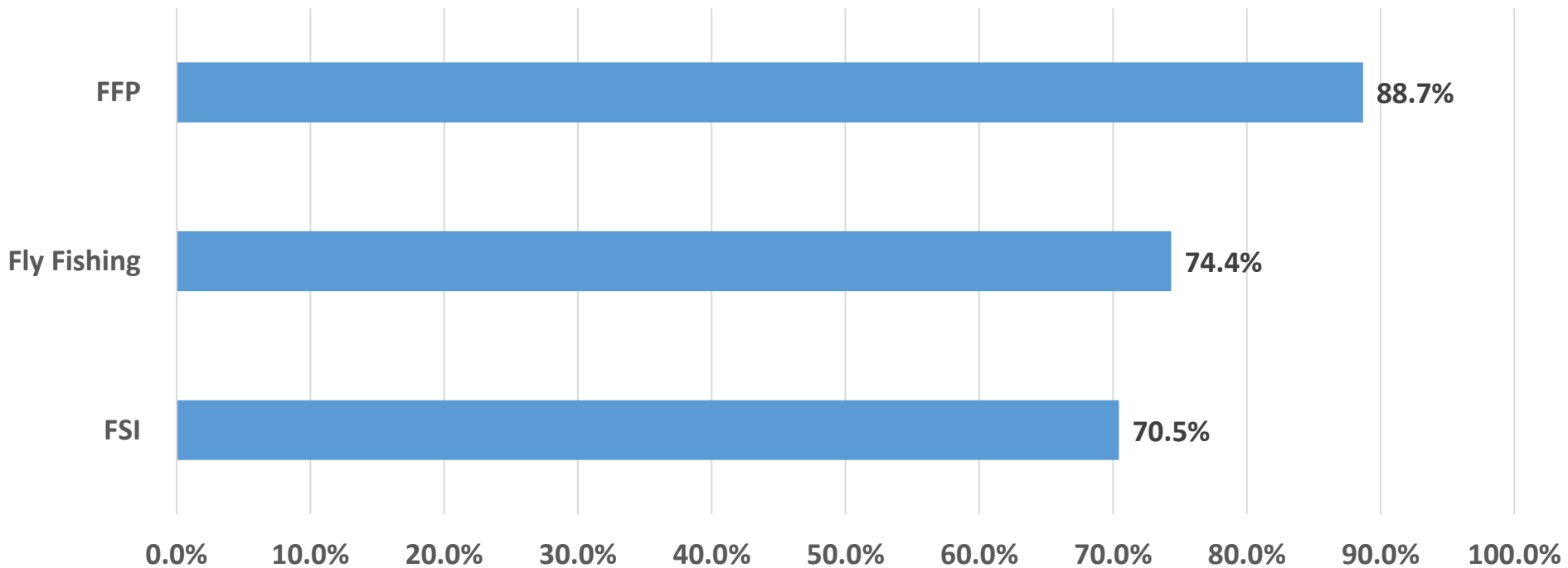
Definitions

- **Potential Buyer**: no PALS transaction that year
- **Recruited Buyer**: no purchase the five years prior to treatment, and purchased a license in 18 months post-treatment.
- **Retained Buyer**: purchase in treatment year and prior year
- **Reactivated Buyer**: at least one purchase in 5 year period, but not year prior to treatment (lapse)
 - Short-term: 3 years
 - Long-term: >4 years



Potential Buyers

No license at program



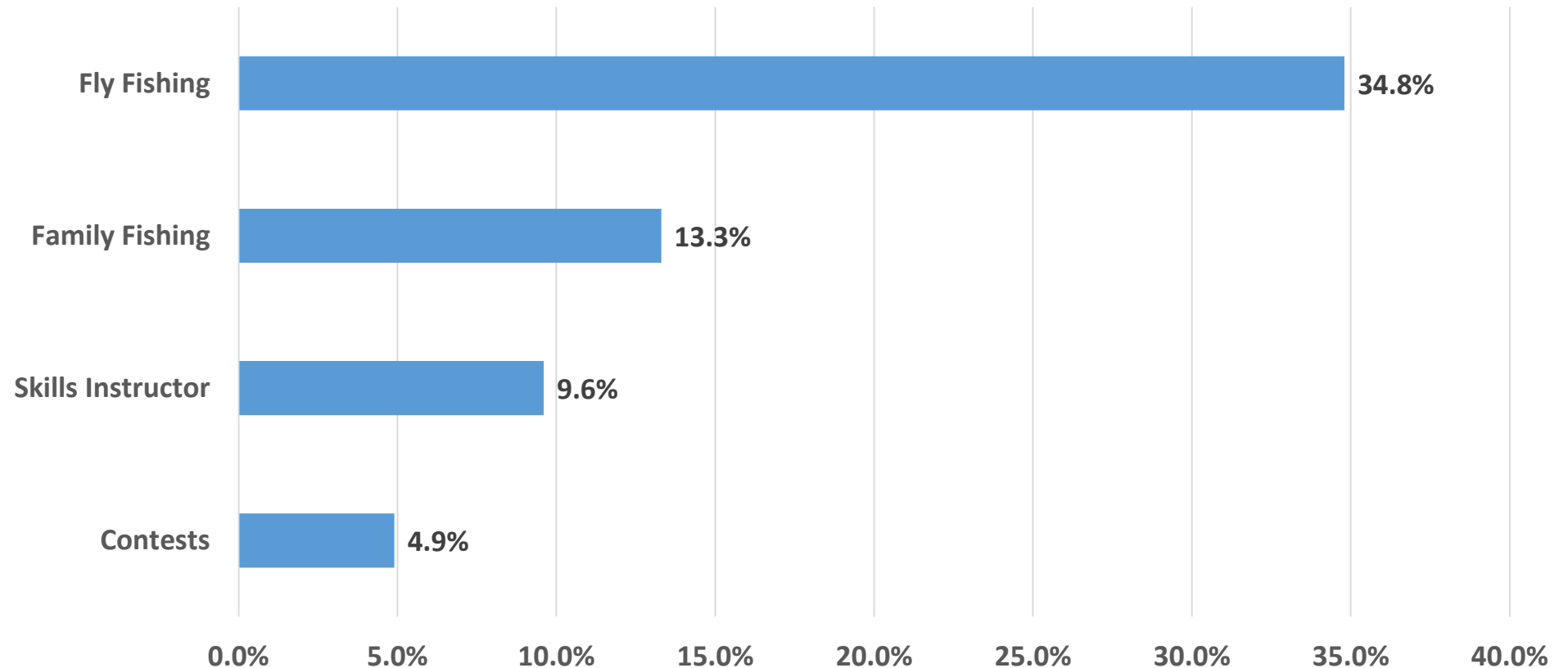
Conversion

Percentage of those with no pre-treatment license who purchase w/in 18 months post-treatment

- Reactivated lapsed
- Recruited new

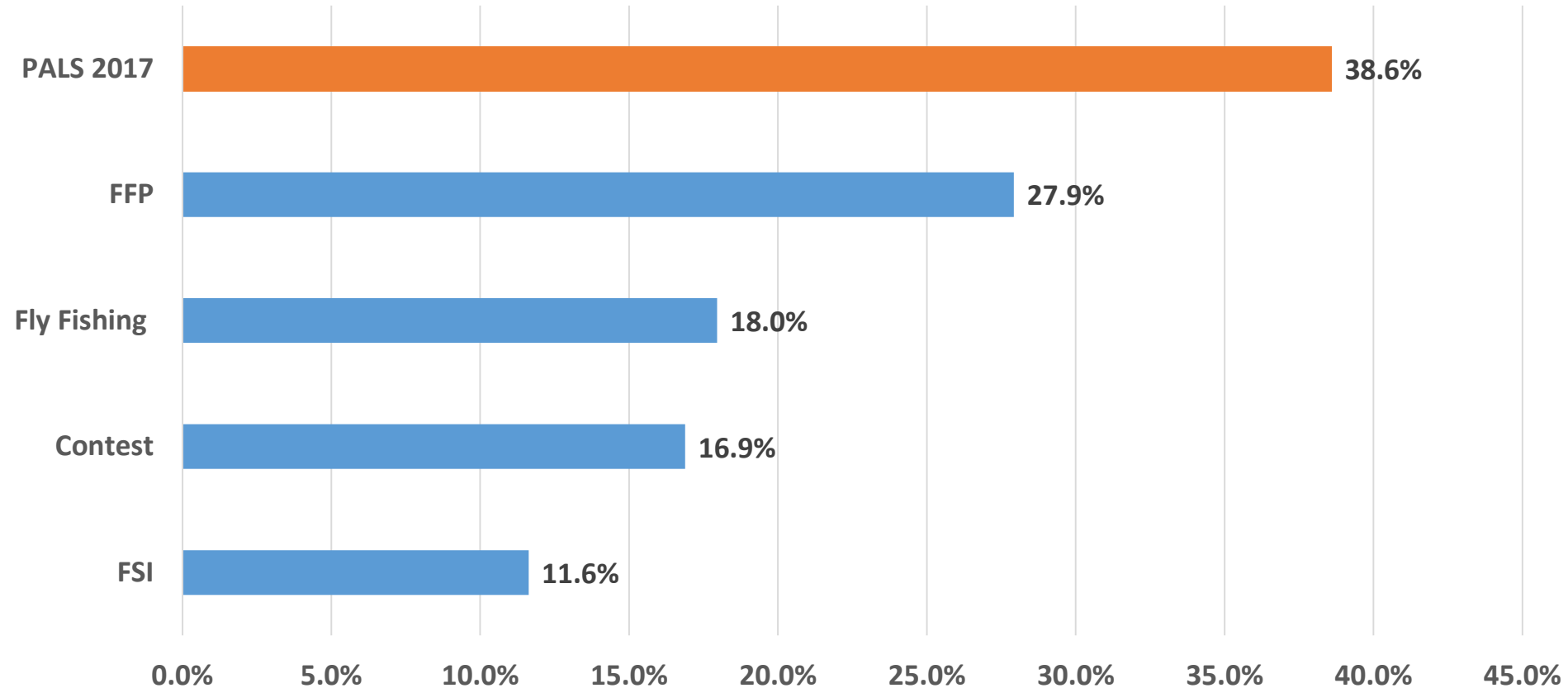


Conversion Rate



Post Program Churn

Mean Churn by Treatment



Purchase 5-yrs Post-Treatment

Angler Award

76%

FSI Training

72%

PALS

58%

Family Fishing Program

49%

0%

10%

20%

30%

40%

50%

60%

70%

80%

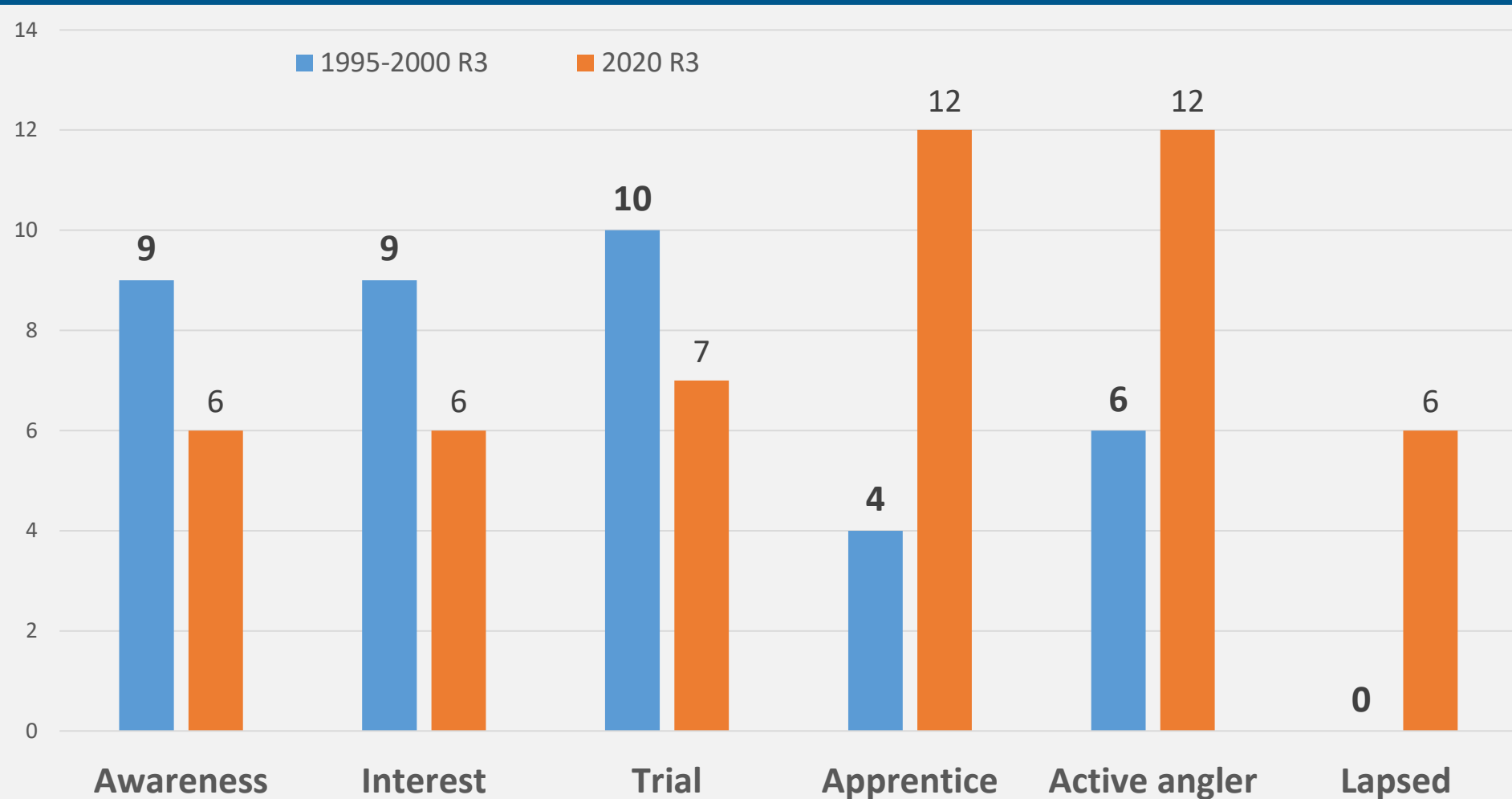
90%

Setbacks and Challenges

- Random acts of R3
 - Distraction
 - Diversion of resources
- Fiscal
 - 2010-2018
 - Vacant positions
 - Reduced operating budget
- Leadership change
 - 4 directors since 1995
 - Commissioners
 - 4 bureau directors
 - 3 agency reorganizations



ORAM Stage, 1995-2000 and 2020



Success

- Understanding of situation; demographics, churn
- Acknowledge research not aligned with beliefs
- Not education alone
 - Lapsed angler campaigns
 - Digital marketing
 - Social media
 - User-friendly access information
- Shift in approach; adults, later ORAM



Common Denominators

- Data-driven, evidence based, evaluation
- Took years, often after national tipping point
- Best practices had best results
- Sustainable funding
- Dedicated and patient staff
- Continuous improvement
- Communicate up and down org chart



Questions?

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