TEXAS R3 PROCESS
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Recreational Boating & Fishing Foundation
State Marketing Workshop
December 13-15, 2017
TPWD Introduction to R3

- Development of Cross-Divisional Team
  - Executive Office
  - Coastal Fisheries
  - Communications
  - Financial Resources
  - Human Resources
  - Inland Fisheries
  - Information Technology
  - Infrastructure
  - Law Enforcement
  - Legal
  - State Parks
  - Support Services
  - Wildlife
Available R3 Resources

• No historical R3 Plan or components thereof

• Looked to national plans for guidance
  – National Hunting & Shooting Sports Action Plan
  – National Survey of Hunting Fishing and Wildlife Associated Recreation
  – Hunting, Fishing, Shooting Sport, Archery R3 Practitioner's Guide (NSSF / Resource Mgmt)

• TPWD license data, LURES, Dunfee, et.al.
Outdoor Recreation Adoption Model

- ORAM
  - List of all TPWD “programs”
    - Identified tools & techniques
    - Identified strengths and weaknesses
    - Identified gaps
## ORAM Hunting Example

<table>
<thead>
<tr>
<th>Recruitment</th>
<th>Retention</th>
<th>Reactivation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>Decision to Continue</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Continue w/ Support</td>
<td>Continue w/o Support</td>
</tr>
<tr>
<td>Interest</td>
<td></td>
<td>Lapse</td>
</tr>
<tr>
<td>Trial</td>
<td></td>
<td>Reactivate</td>
</tr>
</tbody>
</table>

### HUNTING R3

- **Texas National Archery in Schools (NASP) - COMM O&E**
- **Get Outside - COMM O&E**
- **Community Archery - COMM O&E**
- **Texas Youth Hunting Program - WL**
- **Texas Big Game Awards - WL**
Program Analysis Worksheet

- Using RBFF template as a guideline
  - 12 questions
  - Each “program” submitted a response

- Illustrated that programs were actually tactics
TPWD R3 Pillars

- Hunting
- Shooting
- Fishing
- Boating
Barriers & Opportunities to R3

• Barriers:
  – TPWD has email addresses for only 13% of licensees
  – Complex regulations
    • Difficult to understand
    • Paper tag system
    • Confusing/conflicting language

• Opportunities:
  – Simplification of licensing, regulations and processes
  – Incorporate overarching marketing / outreach strategies
  – Engage diverse committed R3 partner community
  – Expand recreational shooting facilities
TPWD Progress to Date

- 2016 Oct: Hunt/Shoot workshop;
- 2017 Feb: Formed internal R3 Planning Team; monthly meetings thereafter
- 2017 Aug: Programs mapped using ORAM
- 2017 Nov: Programs analyzed using RBFF template
- 2017 Dec: R3 writing team appointed
TPWD R3 Plan Schedule

- Jan 17  Draft #1 Due
- Feb 5    Draft #2 Due
- Feb 16   Draft #3 Due – includes key stakeholders inputs
- Mar 21   Brief TPW Commission
- Apr 16-20 Share draft #3 with key stakeholders
- May 15   FINAL R3 Draft presented to Executives
- May 23-24 Present to TPW Commission