Developing and Implementing An Agency-Wide R3 Plan for Virginia
DGIF Mission

CONSERVE

CONNECT

PROTECT
Recruit, retain, re-engage people who enjoy wildlife and boating activities

Promote Awareness and Appreciation of their role in wildlife conservation

CONNECT
R3 Philosophy

Hunting

Wildlife Viewing

Recreational Shooting

Fishing

Boating
An Agency-Wide Effort

- R3 & Strategic Planning
- Budget Development
- Regulations
- Partnerships
- Legislative Agenda and Positions
- Staffing
- Marketing & Communications
- Infrastructure and Access Projects
- Go Outdoor Virginia
- Research
R3 Planning Process

R3 Workshop
Barriers
Lack of strategy
Agency culture
Fishing locations/access

Opportunities
Partnerships
Urban outreach
Direct/focused marketing

Fishing

Role in R3
Work collaboratively among divisions
Marketing
Content development

A-HA Moments
We do a lot of stuff, but we don’t know what impact we are having
Additional Assessments

Program Evaluations and RBFF Worksheets

Outreach Survey

License Data and Identifying Trends

Staff Structure
R3 Plan Development

- Overall R3 Plan
  - Hunting
  - Fishing
  - Wildlife Viewing
  - Recreational Shooting
  - Boating
Communications
R3 Decision Points: Staff Involvement
R3 Decision Points: Online Licensing
**R3 Decision Points: Research**

**Virginia Hunting Licenses by Age**

- 2016
- 2015
- 2014
- 2013
- 2012

- 75 and over
- 56 to 74
- 45 to 55
- 25 to 44
- 0 to 24
### R3 Decision Points

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- License fee changes
- One day hunting license proposal
- Marketing teams and dollars using annual revenue
- Website and content
- Urban fishing program
- Lifetime license funds
- Advisory board
- Land acquisition criteria
Thank You

**LOCATION**
7870 Villa Park Drive, Suite 400
Henrico, Virginia 23228

**CONTACT**
Edward.Herndon@dgif.Virginia.gov
(804) 367-0585