



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



The Des Moines Register

Oct 9 at 8:00am • 🌐

"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/2IORuQF>



DESMOINESREGISTER.COM

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*

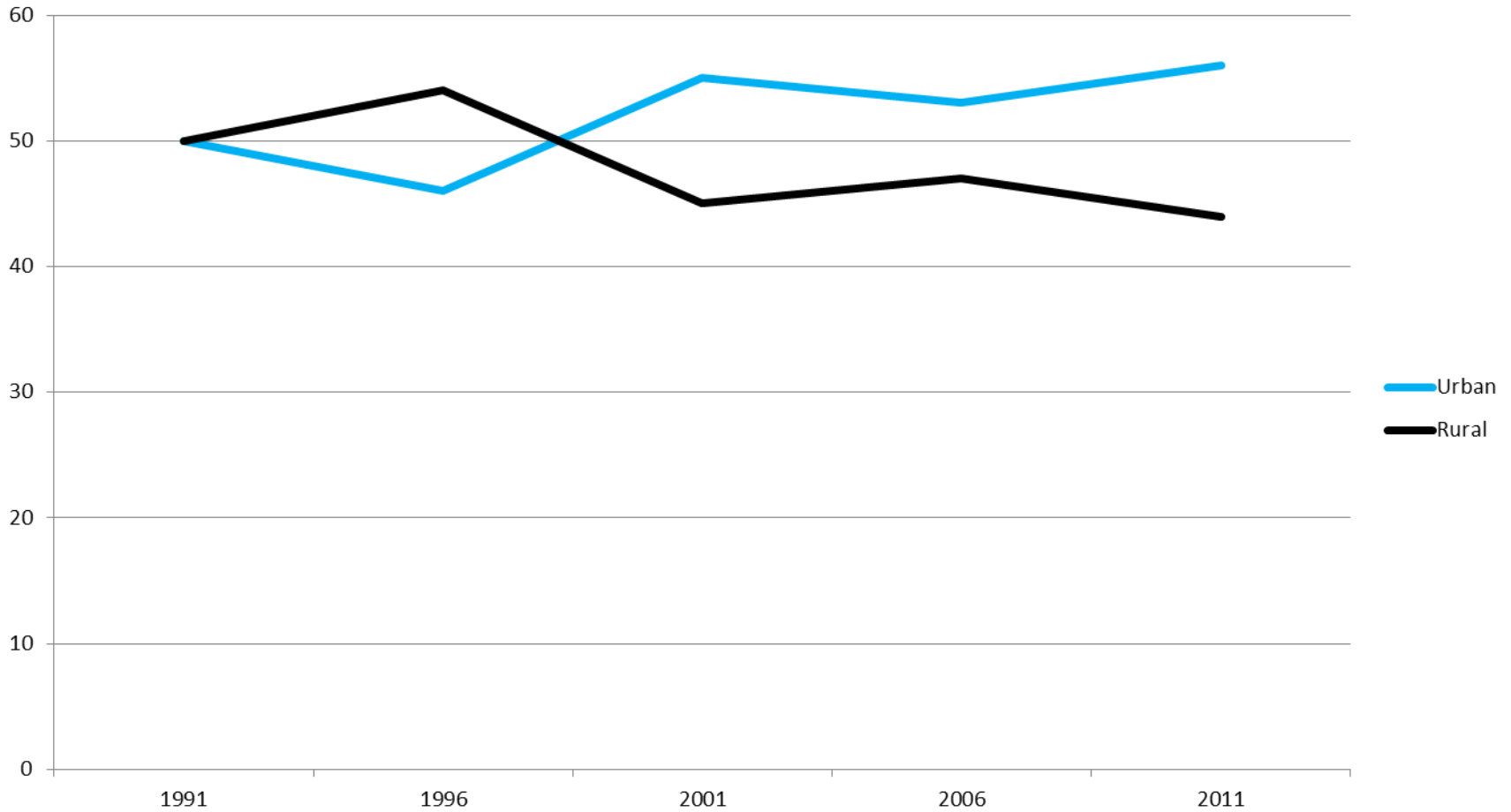
“There is a new generation of conservationist out there. They’re in cities, they’re using smart phones exclusively, they don’t hunt, or fish, and have never spent a night outdoors, English may be their second language, and their skin is shades of red and brown.”

- *Dan Ashe, USFWS Director*

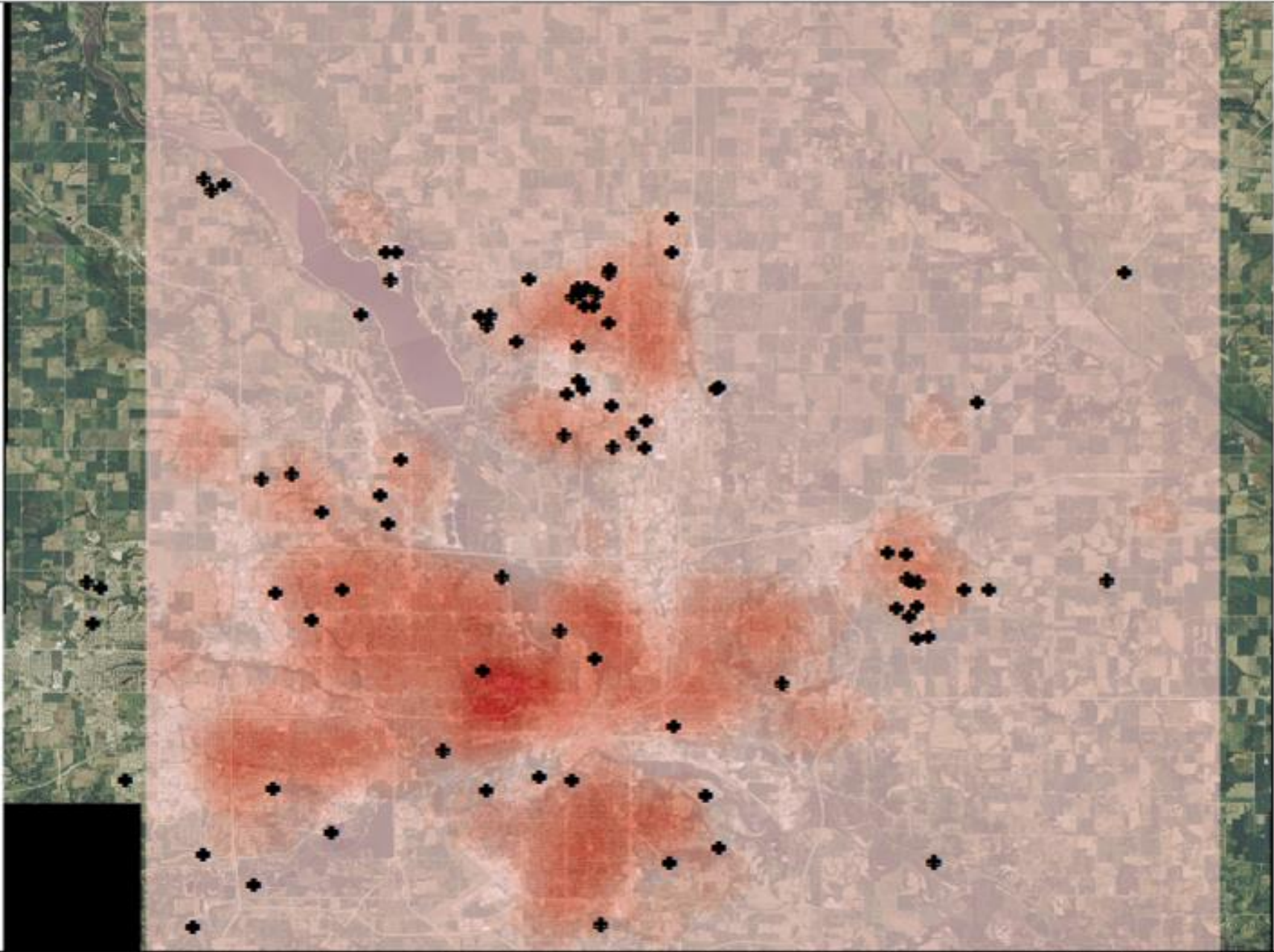
Are they really that different?

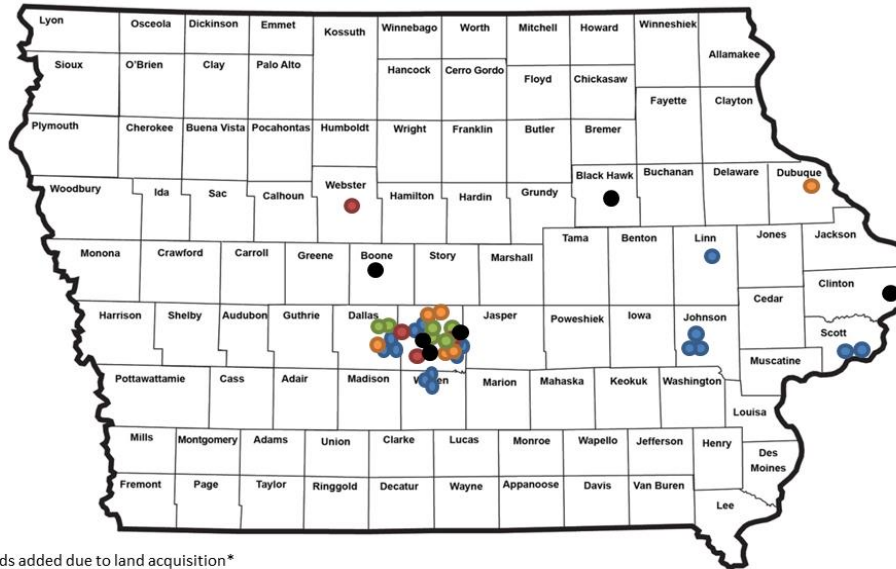


Percentage of Urban vs. Rural Anglers in Iowa



Population density and urban fishing locations in Polk County.





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

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

2018 ●

- Altoona – Brookhaven North
- Bondurant – Sankey Pond
- Clive – Courtyard, Shadow Creek
- Norwalk – Norwalk Library Pond
- Polk City – Twelve Oaks

Renovations/ Facility Upgrades Planned ●

- Altoona – Oak Hill Park Pond
- Boone – McHose Park Pond
- Clinton – Emma Young Pond
- Des Moines – MacRae Park, Witmer Park
- Waterloo – Greenbelt Lake

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

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.

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

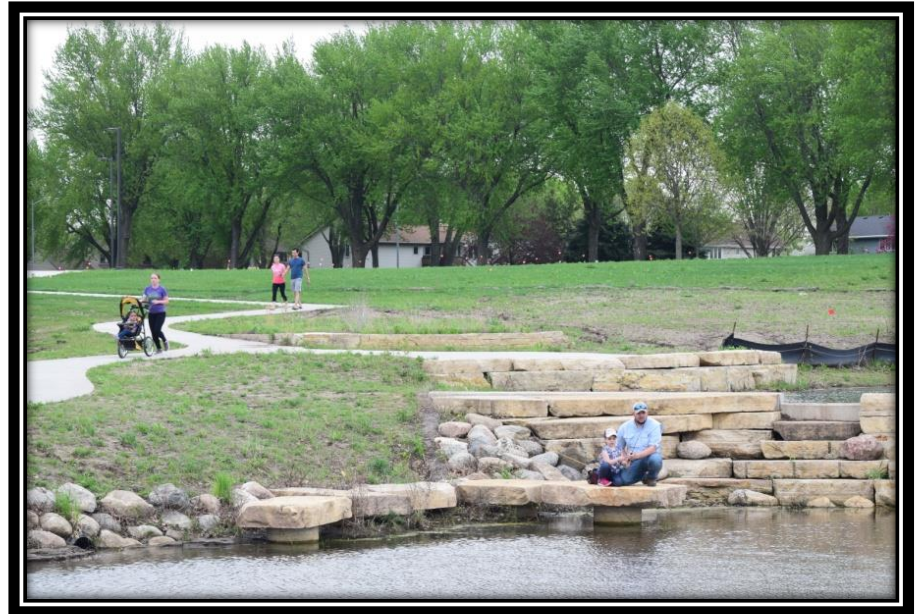
Pleasant Hill

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



FISH LOCAL

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.**

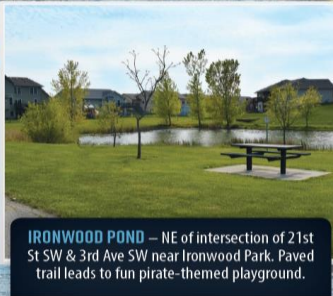
Fishing licenses, maps, regulations and fishing tips at
WWW.IOWADNR.GOV/FISHLLOCAL



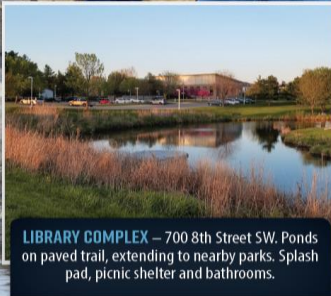
CHECK OUT THESE ALTOONA HOTSPOTS FOR BASS, BLUEGILL AND CATFISH!



CLAY POND – west of 3rd Avenue SW across from Clay Elementary (3200 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.



IOWA DEPARTMENT OF NATURAL RESOURCES
Wallace State Office Building
502 East 9th Street, Des Moines, IA 50319-0034

GET HOOKED ON JOHNSTON FISHING!

FISH LOCAL

**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/FISHLLOCAL

LICENSE REQUIRED IF AGED 16 AND OLDER. **KIDS FISH FREE!**

IOWA DEPARTMENT OF NATURAL RESOURCES

BRUCE TRAUTMAN, ACTING DIRECTOR



Community Fishing Program: Fishing in West Des Moines

Tyler Stubbs – 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 56 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 fishing pier or from miles of shoreline with various trail access points and plenty of parking. Blue Heron Lake, a large 232 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, swimbaits, or anything that has a lot of action.

The other West Des Moines fishery 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-Tos/How-to-Fish-For>

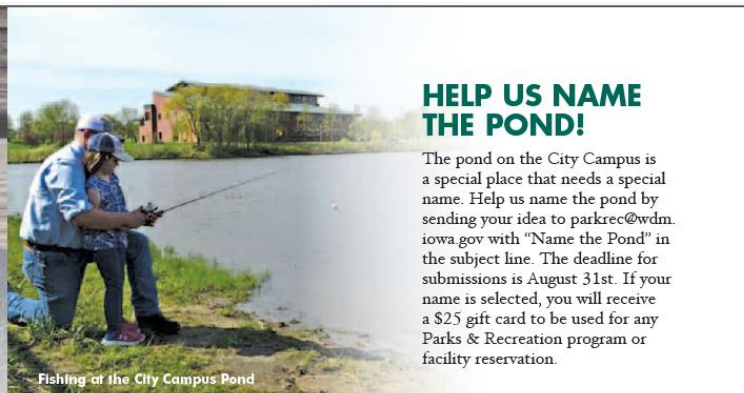
Helpful Tips:

- Look for the Fish Local signs on publicly accessible waterbodies that allow fishing.
- A fishing license is required to fish these areas if you are over 16 years of age.
- Harvest regulations are posted at many areas, but they can also be found at www.iowadnr.gov.
- Take a friend with you and have fun!

Here are a few examples of things to bring to get you started:

A small hook (size 6 or 8), bobber (size of a nickel and no larger than a quarter) and a worm will get you started. Bring something to get the hook out of any fish that you catch — needle-nose pliers work well, and a stringer to place your fish on if you choose to harvest any for a meal.

Keep a bottle of sunscreen, a pair of sunglasses, and a hat with a brim in your tackle box to help protect you from the sun.



Fishing at the City Campus Pond

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 parkrec@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.

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 a 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>.

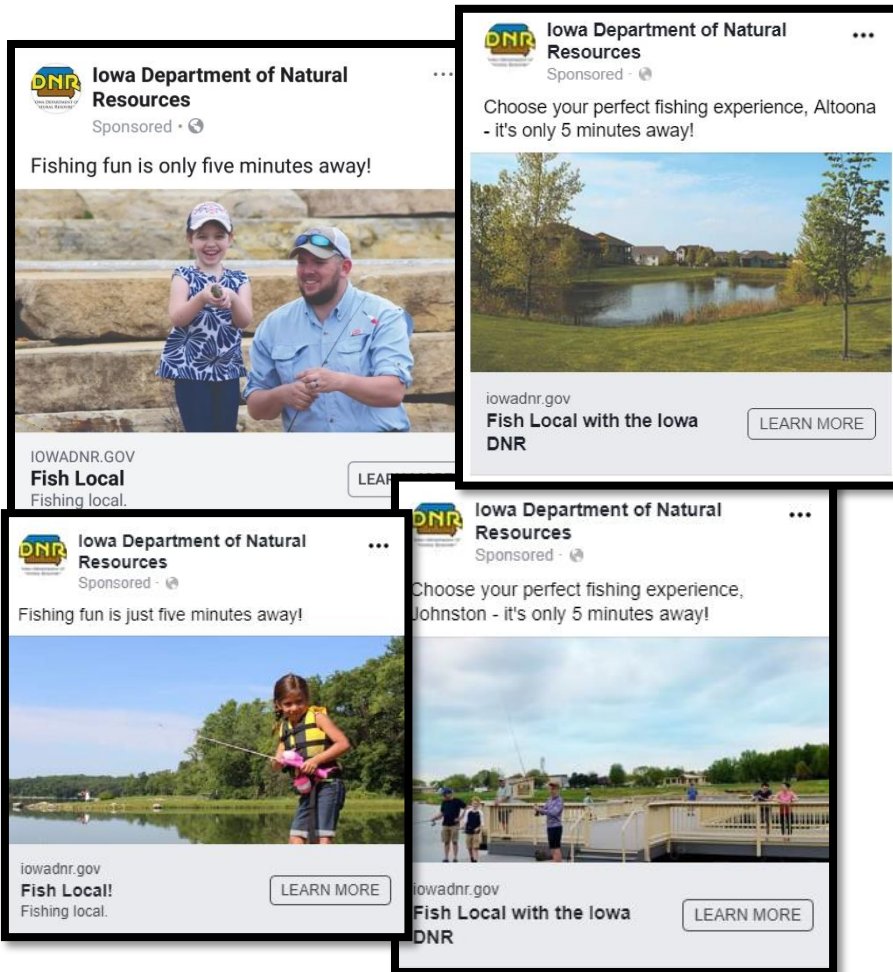
Funding for these projects provided by Metro Waste Authority



Visit us on the web at www.wdm.iowa.gov

FALL 2018 • WDM MAGAZINE 9

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

Iowa Department of Natural Resources was live — at Vintage Park

Published by Jessie Brown · May 24 · Ankeny

We're having a blast doing some urban fishing with biologist Tyler Stubbs and conservation officer Aron Arthur. Ask us your questions!

01:04:08

Performance for Your Post

22,051 People Reached

11,146 Video Views

462 Reactions, Comments & Shares

222 Like	149 On Post	73 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	2,516 Other Clicks
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NEGATIVE FEEDBACK

9 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Iowa Department of Natural Resources was live — at West Des Moines Public Library.

Published by Jessie Brown · Yesterday at 3:11 PM · West Des Moines

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!

36:12

Get More Likes, Comments and Shares
Boost this post for \$2 to reach up to 610 people.

19,826 people reached

123 83 Comments 27 Shares

Like Comment Share

Performance for Your Post

19,793 People Reached

7,767 Video Views

329 Reactions, Comments & Shares

156 Like	129 On Post	27 On Shares
4 Love	4 On Post	0 On Shares
3 Haha	2 On Post	1 On Shares
2 Wow	2 On Post	0 On Shares
137 Comments	128 On Post	9 On Shares
27 Shares	27 On Post	0 On Shares

1,652 Post Clicks

389 Clicks to Play	0 Link Clicks	1,263 Other Clicks
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NEGATIVE FEEDBACK

10 Hide Post 1 Hide All Posts


0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

City Partnerships on Social Media

City of Ankeny - Government
Jul 30 at 10:59am


Nick and Kelly Murrow had some luck fishing in a public pond near Prairie Ridge Aquatic Center this weekend, check out these beauties! Wondering where you can fish in Ankeny? View a map of #Ankeny Fishing Holes now at www.ankenyiowa.gov/fishing



87 likes • 42 Comments • 21 Shares

City of Johnston Government
2 hrs


Today, the Iowa DNR did electrofishing at the lake near Johnston Commons and caught several goldfish. If you no longer wish to keep your goldfish as pets, please do not dump them in the city ponds. The lakes are stocked with fish, and goldfish isn't one of those.



7 likes • 5 Shares


City of Pleasant Hill, Iowa
Jul 1 at 5:00am

Fishing time is family time. Grab your poles and enjoy fishing right here in Pleasant Hill. Learn more and buy your fishing license: www.iowadnr.gov/fishlocal



Johnston Bait and Tackle
31 mins

Looking for a new fishing spot? Check out this great list of local ponds stocked by the DNR! Complete with amenities and access, it's your personal guide to the waters surrounding Des Moines.




IOWADNR.GOV
Fish Local | Iowa DNR
Fishing local.

Fisherpeople, rejoice!

Waukeez Parks and Recreation
May 17 at 1:50pm

The City is partnering with the Iowa Department of Natural Resources to provide access to quality fishing opportunities in the Waukeez community. Three ponds in the Kettlestone development are now stocked with bluegill and largemouth bass!




Waukeez.ORG
Waukeez, IA
Waukeez's Kettlestone Development Now Open for Fishing

45 likes • 12 Comments • 18 Shares


Waukeez Betterment Foundation
Aug 3 at 9:09am

Thanks again to NCMIC Group, Inc. for hosting the Summer Breeze Run that after all sales and tips were complete brought in \$6,750 for the foundation. That money will be put toward a new Miracle League Field, play area and all-inclusive fishing pier to be located at the future Waukeez Youth Sports Complex & Park! Learn more at the link below.




Allison Burnett Harms Iowa Department of Natural Resources
3 hrs

A BIG thank you to the 4 employees of the Iowa DNR for not only looking out for the health of the fish in our local city pond, but for allowing my daughter and I (and a few neighbors) the ability to watch and learn. Very cool experience! Appreciate their willingness to take the time to engage and educate!



Waukeez Parks and Recreation
Aug 17 at 1:40pm

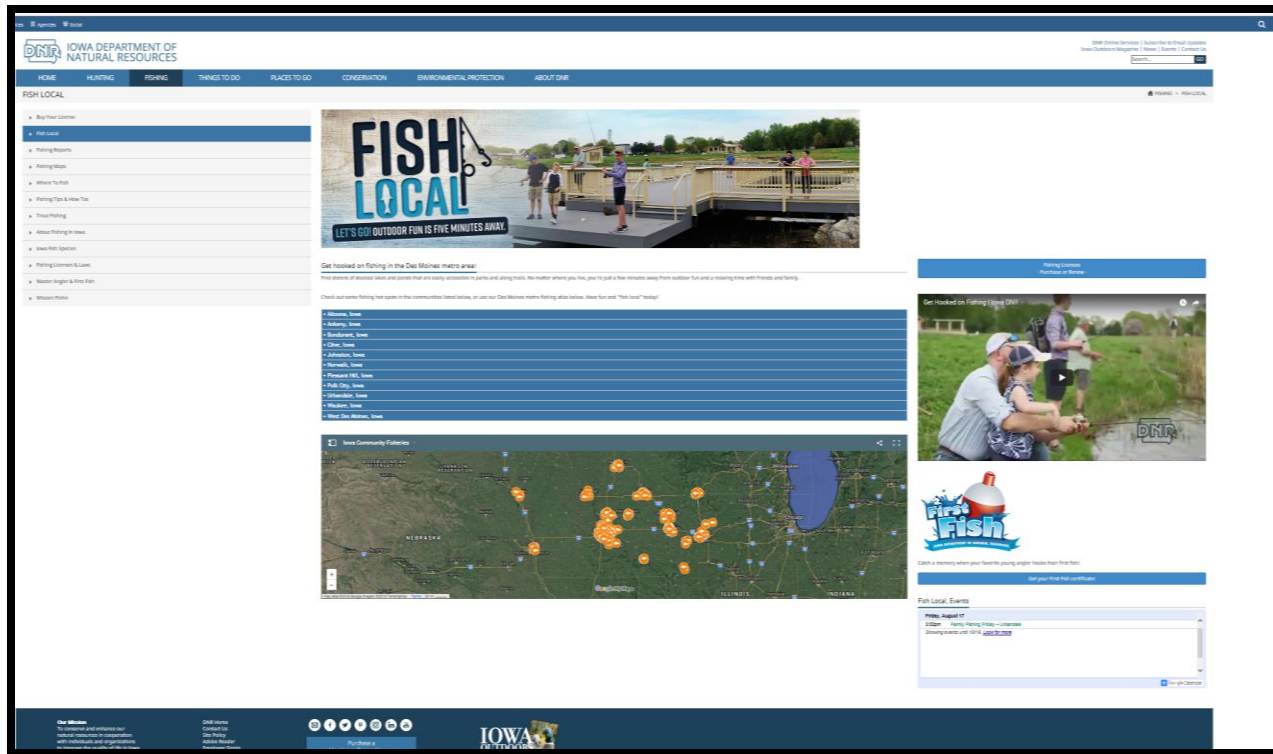
As we head into this beautiful summer weekend, remember that Waukeez now has three public ponds stocked with fish! Check them out in the Kettlestone Development.



Waukeez.ORG
Fishing | Waukeez, IA - Official Website
Fish at one of several stocked Waukeez ponds!

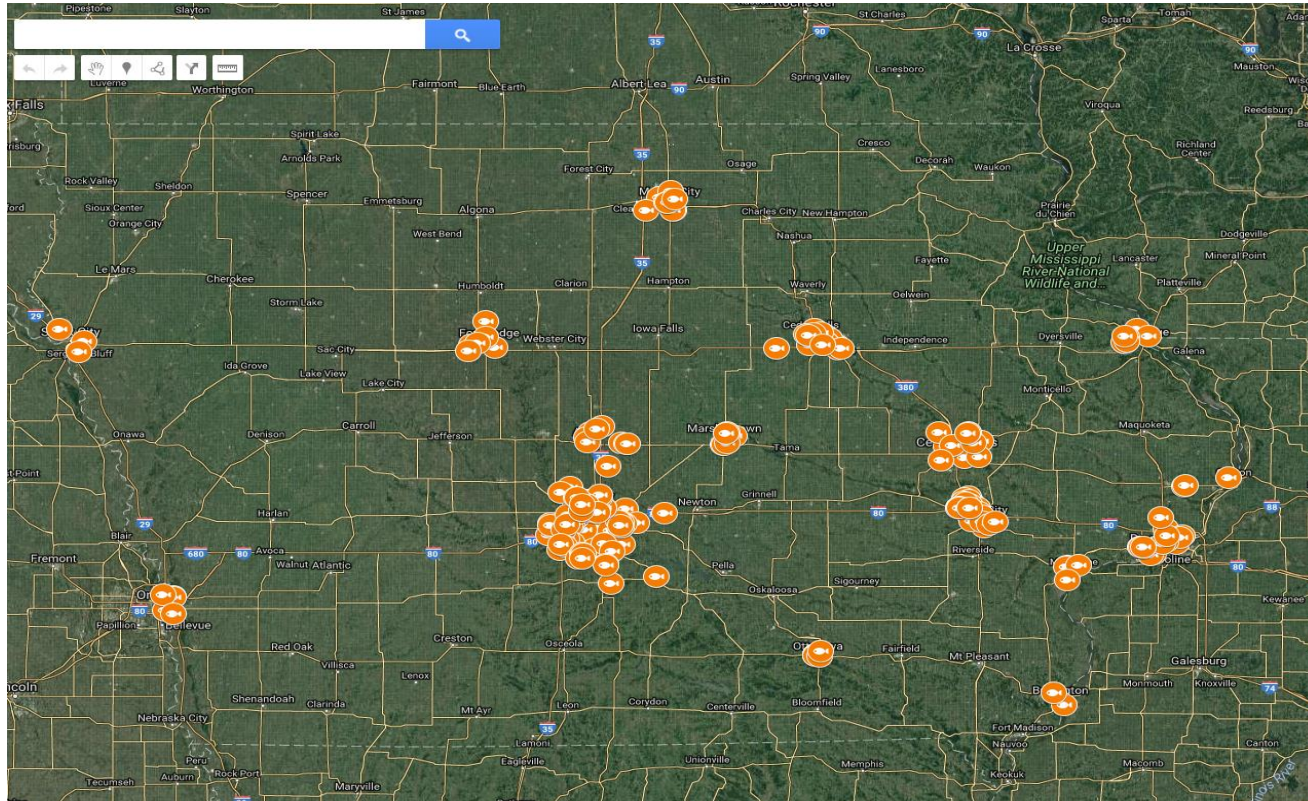
11 likes • 4 Comments • 12 Shares

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.

 CITY LOGO

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.


   

PLEASE FOLLOW IOWA FISHING REGULATIONS

<u>FISH SPECIES</u>	<u>DAILY LIMIT</u>
BLUEGILL	25
CRAPPIE	25
CHANNEL CATFISH	8
LARGEMOUTH BASS	3 <small>Must be 15" minimum to possess</small>

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

IOWA DEPARTMENT OF NATURAL RESOURCES 

Emails

IOWA DEPARTMENT OF NATURAL RESOURCES
Fishing News
Conservation and Recreation

June 13, 2018

There's still plenty of time...to Fish Local!

FISH LOCAL!
LET'S GO! OUTDOOR FUN IS FIVE MINUTES AWAY.

We invite you to try fishing in the Des Moines metro area! It's easy to [purchase](#) your **Iowa fishing license** online -- with just a few clicks, you can buy your license and download onto your mobile device or print from home.

Or find a [license vendor](#) near you. Kids under 16 fish for free!

[Buy your Iowa fishing license >](#)

How are you spending Father's Day?

Invite your dad, spouse or family to spend time with you at one of the Des Moines metro's [70+ fishing locations](#).

Watch our [video](#) to learn more! Have a great Father's Day weekend.

DNR WWW.IOWADNR.GOV

YouTube Facebook Twitter Pinterest

- **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



FISH LOCAL
LET'S GO! OUTDOOR FUN IS FIVE MINUTES AWAY.

THE DES MOINES METRO HAS MORE THAN 70 COMMUNITY PONDS AND LAKES STOCKED WITH THOUSANDS OF FISH EACH YEAR.
WHAT ARE YOU WAITING FOR? GRAB YOUR FAMILY, ENJOY THE OUTDOORS AND FISH LOCAL TODAY.
BUY YOUR LICENSE, EXPLORE MAPS, GET IOWA FISHING REGULATIONS AND LEARN MORE AT WWW.IOWADNR.GOV/FISHLOCAL
LICENSE REQUIRED IF AGE 16 AND OLDER. AGE 15+ ONLY

YOU'RE INVITED TO FISH LOCAL!
EXPLORE MORE THAN 70 FISHING SPOTS IN NEARBY PARKS IN THE DES MOINES METRO! FIND ONE NEAR YOU!

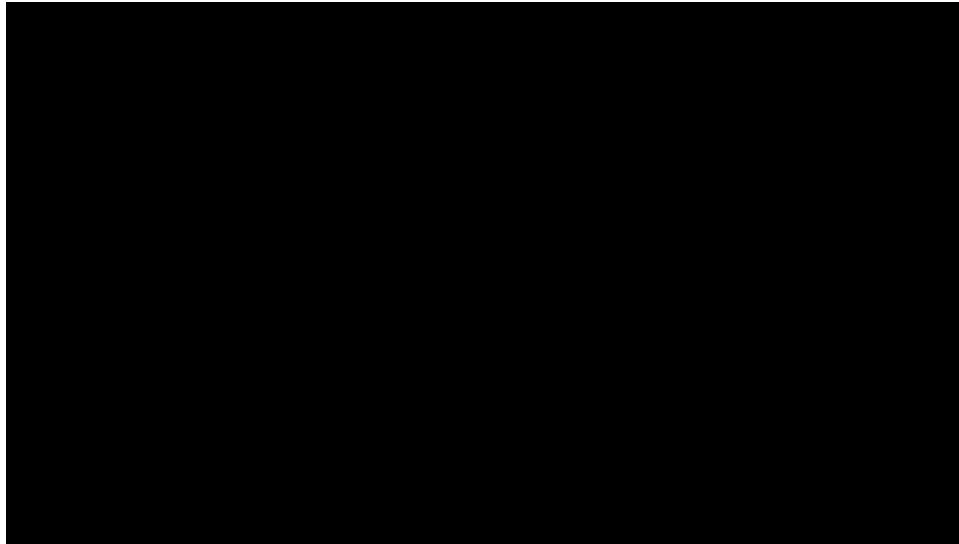
It's time to get hooked on fishing in the Des Moines metro area! Find dozens of stocked lakes and ponds that are easily accessible in parks and along trails. No matter where you live, you're just a few minutes away from outdoor fun and a relaxing time with friends and family.

CHECK OUT NEARBY FISHING HOTSPOTS

<p>Outdoor Fun is 5 Minutes Away Check out some fishing hot spots by clicking and checking out our Des</p>	<p>Catch a Memory For Their First Fish Catch a memory when your favorite young angler hooks their first fish! It's easy and</p>	<p>Get Your Fishing License Today Visit the online license sales site today to buy your fishing license</p>
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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

<u>METHOD</u>	<u>Purchased</u>	<u>Lift</u>
•Email Only	17.8%	12.6%
•Postcard Only	12.0%	6.8%
•Postcard & Email Combined	15.1%	9.9%
•Overall Purchased	13.2%	8.0%

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

Total ROI: \$24,976.16

Survey

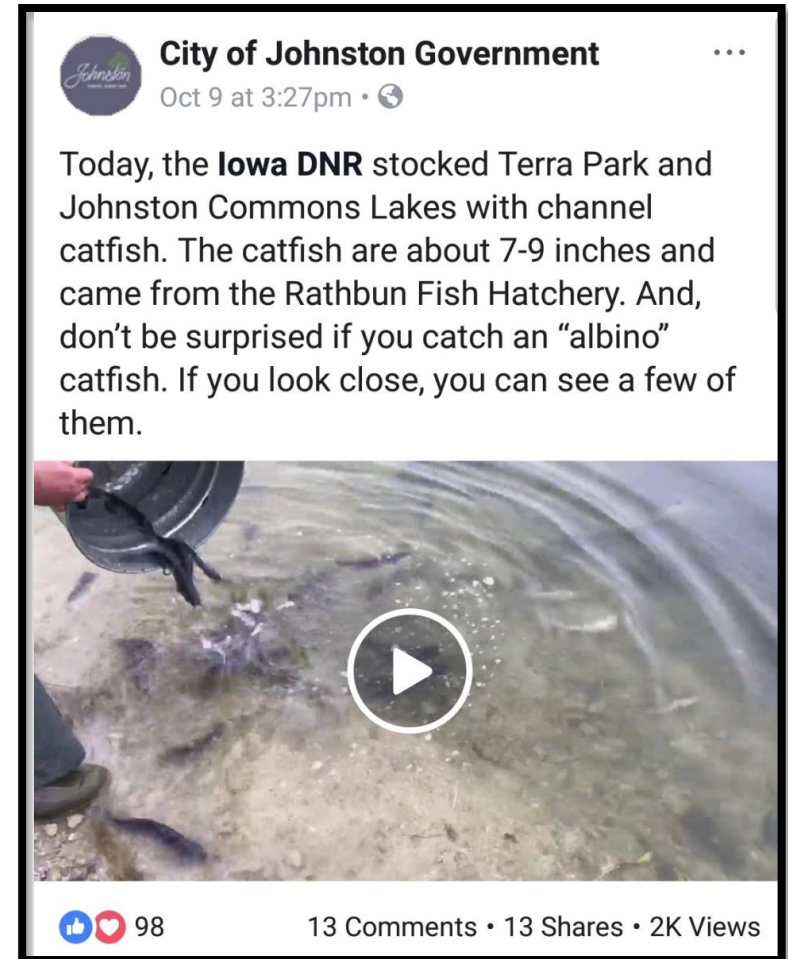
- ***50% took a child fishing.***
- 77.2% fished a local pond in the Des Moines metro.
- 10.5% said Fish Local effort influenced their license purchase.
- What marketing strategy did they recall seeing? (Check all that apply)
 - 43.9% Email.
 - 14% Postcards.
 - 13% Family Clinics and Special Events.
 - 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



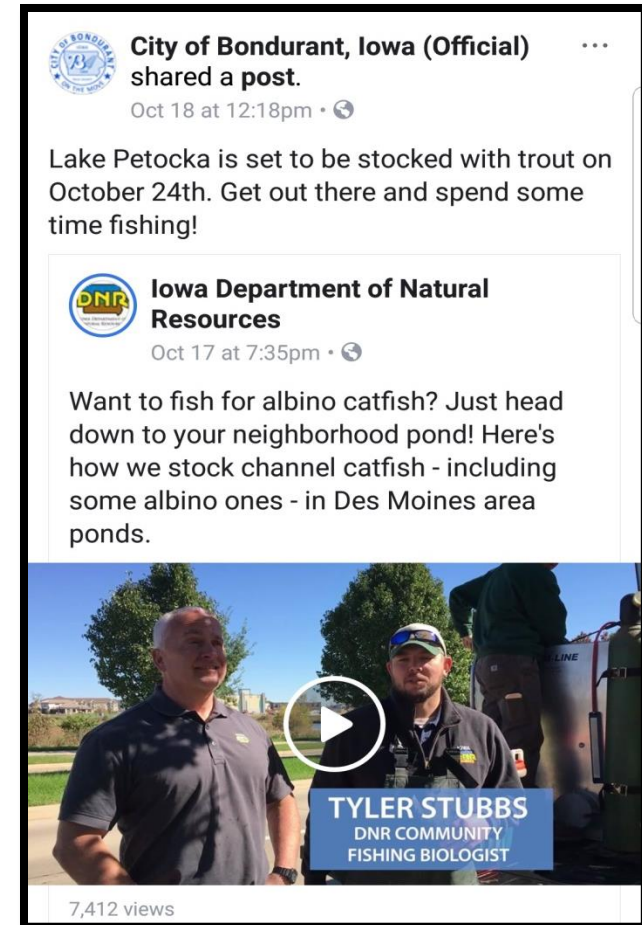
First Fish – Unexpected Correlation?



- 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

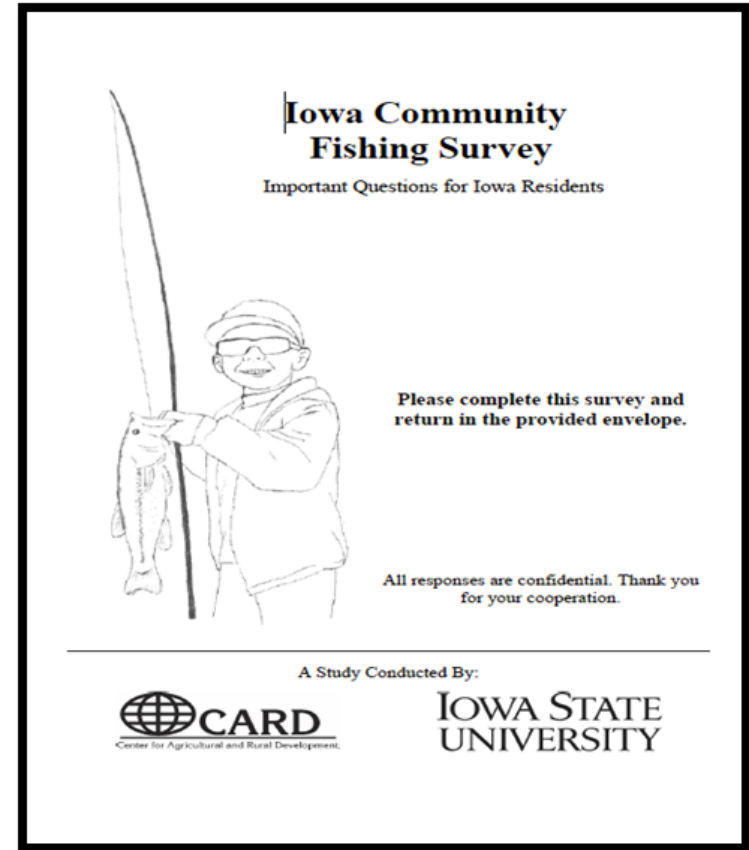
Lessons Learned

- 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.



FISH LOCAL

LET'S GO! OUTDOOR FUN IS FIVE MINUTES AWAY.

