Angler R3 Program Funding Needs Assessment Results & Scorecard

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Panelists

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About Responsive Management

- ✓ Research firm specializing in natural resource and outdoor recreation issues

- ✓ 31 years of continuous survey research projects

- ✓ More than 1,000 survey projects on natural resource issues

- ✓ Research in 50 states and 15 countries

- ✓ Research conducted for every state fish and wildlife agency and federal resource agency

- ✓ Research for all major NGOs, including RBFF, NSSF, ASA, ATA, Ducks Unlimited, Trout Unlimited, Sierra Club, The Nature Conservancy, and more

- ✓ Research for industry leaders, such as Winchester Ammunition, Vista Outdoor (Bushnell, Primos, Federal Premium, etc.), Trijicon, Yamaha Motor, and more

- ✓ Data collection for the nation's top universities: Auburn University, Clemson University, Colorado State University, Duke University, Michigan State University, Penn State University, Rutgers University, Stanford University, Texas Tech, University of Florida, University of Southern California, Virginia Tech, Yale University, and many more
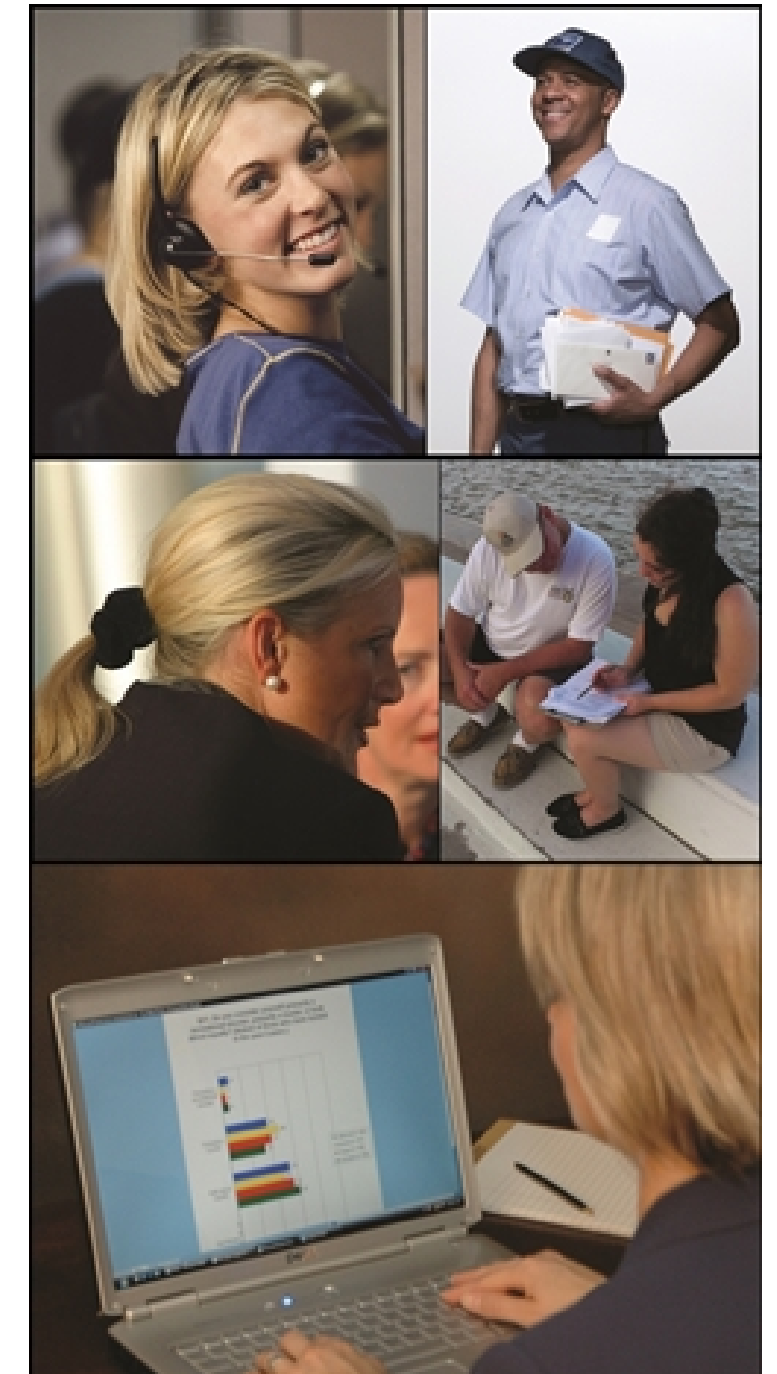
Project Overview

Angler R3 Program Funding
Needs Assessment & Scorecard

- Multistate Conservation Grant

- Project goal: provide agencies and partners with strategic direction for determining which R3 programs and projects should receive the highest priority for funding

- Research review and new data collection with state angler R3 coordinators, academics, and grant reviewers

Angler R3 Program
Funding Needs Assessment:
Survey Results and Scorecard

Conducted by Responsive Management and the
Recreational Boating and Fishing Foundation
under Multistate Conservation Grant F20AP00169

2021

RESPONSIVE MANAGEMENT

RECREATIONAL
BOATING &
FISHING
FOUNDATION

SPORT FISH RESTORATION

RECREATIONAL BOATING & FISHING FOUNDATION

Methodology Overview

Methodology Overview

- Review of research, including other grant scoring systems that have been in use

- Survey of agency R3 coordinators or personnel with angler R3 experience and knowledge

- Survey of academics and researchers with angler R3 experience and knowledge

- Analysis of data

- Development of scorecard
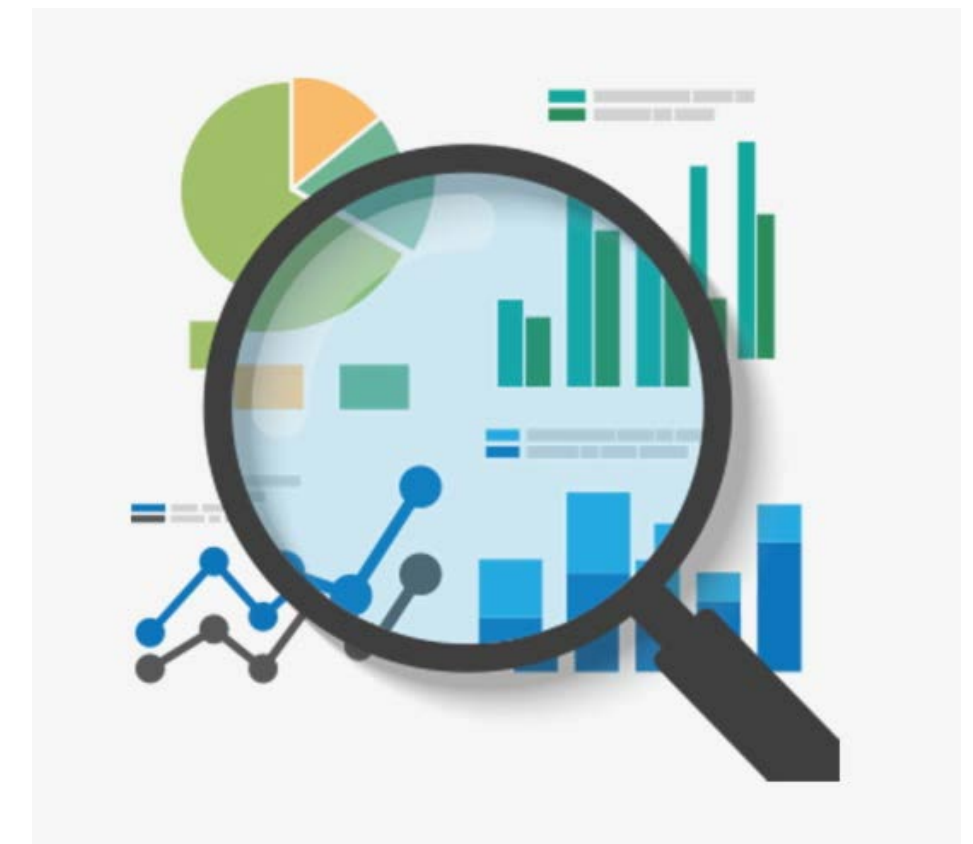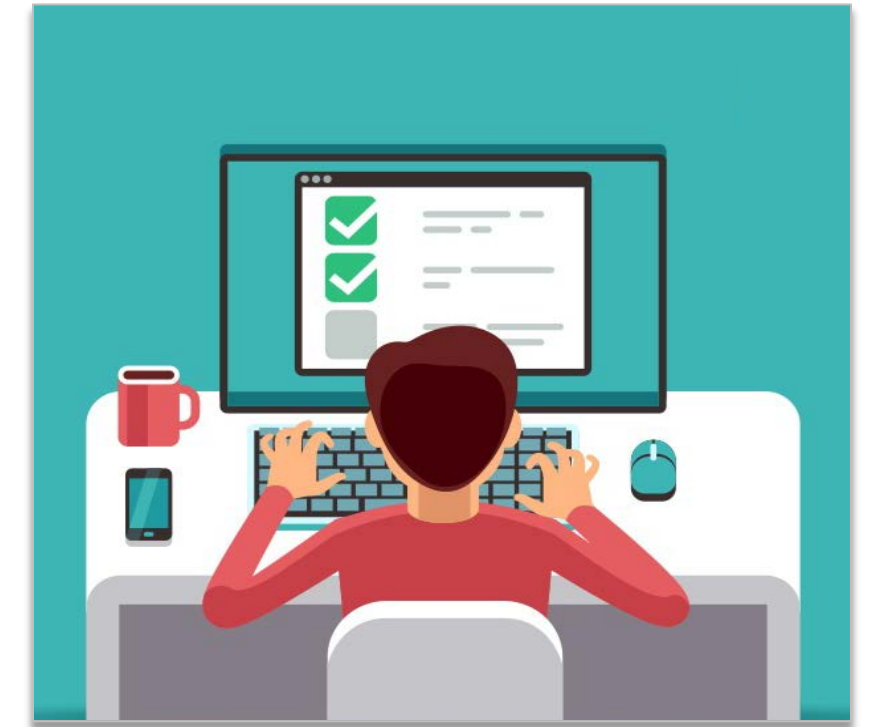
Design of Survey Questionnaires

Consisted of three main components:

1. Questions about successful angler R3 efforts

2. Opinions on the importance of various grant scoring factors

3. Lessons learned from less successful R3 efforts

Agency personnel and academics surveys had similar lines of questioning

Survey Sampling and Contact Procedures

Sample

- State agency personnel: list compiled by RBFF and Responsive Management. It included:
    - State agency R3 coordinators
    - Other agency personnel working in angler R3

- Academics: academic researchers with experience in angler R3, including those who had volunteered in the past to review grant proposals

Contact Procedures: Dual Mode Survey

- Survey available online (only to those invited)
- Survey included follow-up telephone call
- Contact made by up to three emails and then up to two follow-up telephone calls
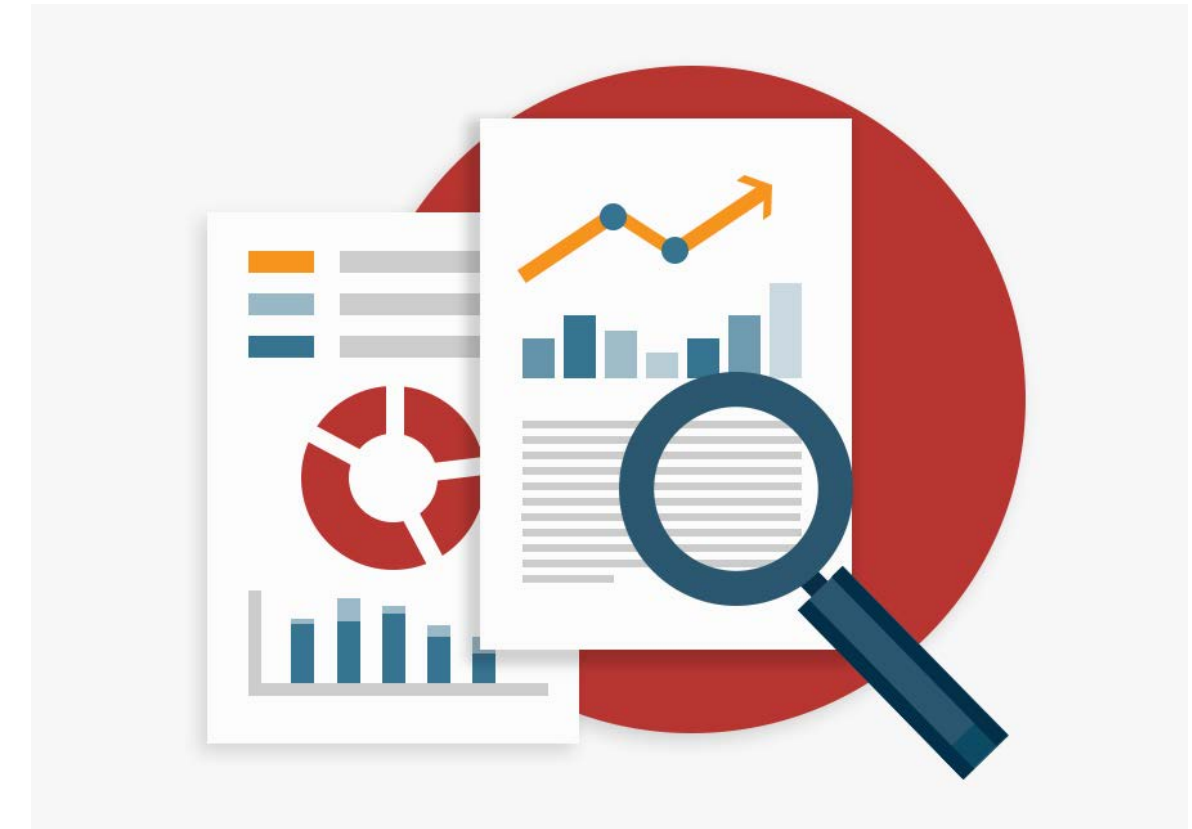
Data Analysis

Data obtained included:

- Quantitative data—percentages of respondents giving various responses

- Qualitative data—extensive replies and comments to open-ended questions

Researchers reviewed each completed response; made notes and observations.

From the results, the scorecard was developed.

# Top Level Research Findings

Top Level Research Findings

- Top elements and objectives of successful angler R3 efforts

- Target marketing

- Ratings of various aspects of angler R3 efforts

- Top grant scoring factors

Top Elements and Objectives of Angler R3 Efforts

- Three elements are in top tier of successful angler R3 efforts:

  o Email blasts and email communications

  o Basic skills training and basic fishing education

  o Websites and webpages

- The majority of successful angler R3 efforts entail:

  o Providing information or assistance with where to go fishing

  o Providing information or assistance with license purchasing

  o Some skills building—particularly beginning skills

- Top objectives of successful angler R3 efforts: obtaining customer information for further outreach and that ties into license databases
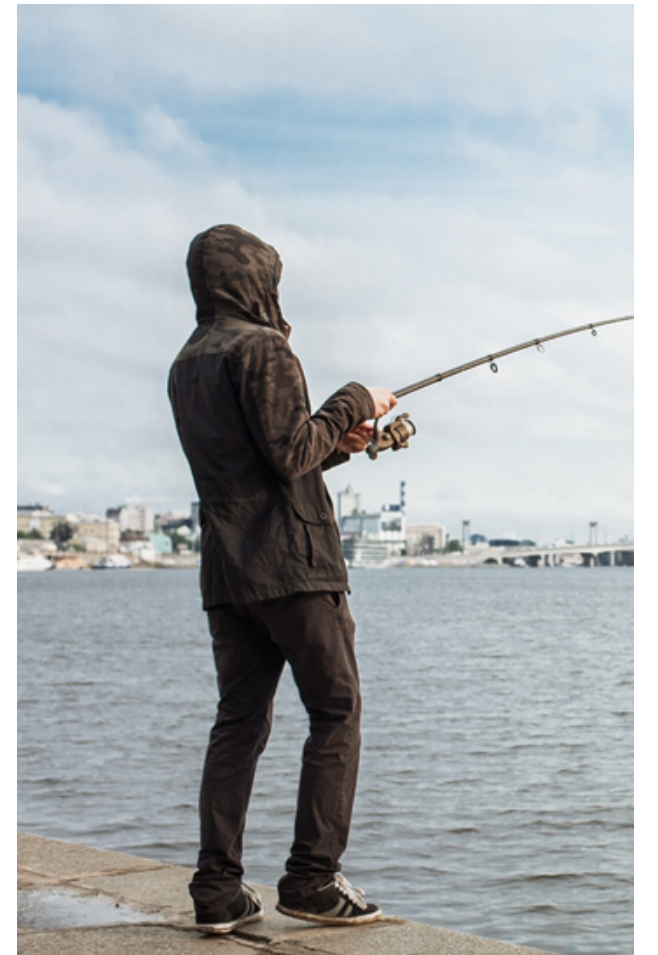
Target Marketing

- Most common approach for targeted marketing: place of audience within the Outdoor Recreation Adoption Model (ORAM)

- Other common markets not based on the ORAM
  - Families
  - Urban residents
  - People within a specific geographic area

Ratings of Aspects of Successful Angler R3 Efforts

These ratings used a 0 to 10 scale; respondents rated their most successful angler R3 effort.

Regarding the most successful angler R3 effort, ratings of... (Agency Personnel)	Percent rating it higher than the midpoint	Mean rating
How well the effort reached its target audience(s)	92	8.2
How well the effort met its objectives	87	7.9
How well the objectives of the effort were defined	87	7.6
How strongly the effort was supported by resources, including budget and staff, at the agency	79	7.5
How well the effort was evaluated for effectiveness	66	6.2

Top Grant Scoring Factors

- 41 possible factors were rated

- For each, respondents rated its importance for scoring a potential grant

Please rate the importance that you think the following grant scoring factors should be for scoring a potential grant.	Agency Personnel		Academics	
	Mean Rating	Rank	Mean Rating	Rank
That the R3 effort includes an evaluation component	9.14	1st	10.00	1st
That goals and objectives of the R3 effort are clearly established	8.82	2nd	9.75	3rd
That there are defined metrics that can be measured to evaluate the R3 program's effectiveness	8.27	3rd	9.77	2nd
That the R3 effort has a likelihood of being replicated in the future	8.16	4th	8.54	9th
That target audiences are defined for the R3 effort	8.08	5th	9.31	5th

0=not at all important; 10=extremely important

The Scorecard

How We Designed the Scorecard

- Consideration of Review of Reports and Other Items

- Consideration of Survey Data

- Consideration of the Weight That Should Be Given to Various Items

Overview of the Scorecard

The scorecard comprises nine sections:

1. Goals and Objectives (30 points)

2. Evaluation (25 points)

3. Target Audience (20 points)

4. Program Strategies (10 points)

5. Budget (20 points)

6. Timeline (10 points)

7. Replicability of Program (10 points)

8. Clarity of Presentation (5 points)

9. Potential Bonus Items (20 points)

130 points available in sections 1-8

20 points available in section 9

150 total points

1. Goals and Objectives

PROPOSAL SCORING CRITERIA: GOALS AND OBJECTIVES	30 POTENTIAL POINTS
Goals and objectives are specific. 0=no goals or objectives are given, or they are too vague or confusing 5=goals/objectives are well defined	5
Proposal explains the reasons for those goals and objectives. [Why are the goals and objectives of the R3 effort important to the applicant?] 0=need for the program or effort is not given 5=need for the program or effort is clearly stated	5
The goals and objectives are measurable. 0=goals and objectives cannot be measured 10=goals and objectives can be measured	10
The goals and objectives are attainable. 0=goals and objectives would be quite difficult to reach 5=goals and objectives are likely to be reached	5
Program is relevant—goals and objectives match focus areas of the grant guidelines/request for proposals. 0=does not match any focus area 5=matches very well with one or more of the focus areas	5

2. Evaluation

PROPOSAL SCORING CRITERIA: EVALUATION	25 POTENTIAL POINTS
Evaluation metrics are defined. [What will be measured to determine program success?] 0=no metrics for measurement are discussed 10=metrics for measurement are defined	10
Evaluation metrics are obtainable. [Where is the applicant getting datapoints for measurement?] 0=the metrics are not likely to be obtained 10=the metrics are very likely to be obtained	10
Evaluation strategies are feasible. [Does the applicant have demonstrated ability to conduct an evaluation?] 0=the feasibility of the strategies are not discussed 5=the proposal demonstrates that the strategies are feasible	5

3. Target Audience

PROPOSAL SCORING CRITERIA: TARGET AUDIENCE	20 POTENTIAL POINTS
Target audience is well defined. [Who is the effort trying to reach?] 0=no target audience defined 10=target audience is completely defined	10
Proposal describes the reason for selecting the target audience. [Why was this audience selected for the planned effort? For instance, was it selected based on the ORAM to continue customer experience? Or was it based on other criteria, such as a geographic area?] 0=no explanation given for selecting the target audience 5=complete explanation of the rationale for selecting the target audience	5
Proposal includes an indication of the target audience size. 0=target audience size not given in proposal 5=target audience size is specified in the proposal	5

4. Program Strategies

PROPOSAL SCORING CRITERIA: PROGRAM STRATEGIES	10 POTENTIAL POINTS
Proposal describes how the target audience will be reached. [How will the applicant reach/market to the target audience based on the effort described?] 0=no details on how the target audience will be reached 10=complete explanation of how the audience will be reached	10

5. Budget

PROPOSAL SCORING CRITERIA: BUDGET	20 POTENTIAL POINTS
Proposal provides a clear budget. 0=proposal does not describe the budget 10=proposal describes the budget and includes line items for each component of the budget	10
Budget provides a good Investment per Person, measured as a cost per person reached.* 0=the investment per person is not calculated in the proposal or is extremely high in per-person cost 10=the investment per person is included in the proposal and is low in per-person cost	10

*Investment per person (IPP) shows the amount spent per person reached by the effort. The formula is:

IPP = grant amount / number of people reached

For instance, a grant of $20,000 that expects to reach 800 people has an IPP of $25 per person.

IPP = $20,000 / 800

IPP = $25

6. Timeline

PROPOSAL SCORING CRITERIA: TIMELINE	10 POTENTIAL POINTS
Timeline is feasible. 0=program is not likely to be completed in the given time 10=program is very likely to be completed in the given time	10

7. Replicability of Program

PROPOSAL SCORING CRITERIA: REPLICABILITY OF PROGRAM	10 POTENTIAL POINTS
Program can be replicated in the future, or in other communities or other states. 0=program would be difficult to repeat 10=program would be easily repeatable	10

8. Clarity and Presentation of Proposal

PROPOSAL SCORING CRITERIA: CLARITY AND PRESENTATION OF PROPOSAL	5 POTENTIAL POINTS
Proposal is clear and presented well. [Were the elements of the proposal clearly written?] 0=proposal is poorly written or unclear 5=proposal is presented well and is clear	5

9. Potential Bonus Points (Optional)

PROPOSAL SCORING CRITERIA: POTENTIAL BONUS ITEMS	20 POTENTIAL BONUS POINTS
Budget includes cost-sharing funds. 0=no cost-sharing funds included in the proposal 5=cost-sharing funds are robust for the proposal	5
Program can be carried on in the future without grant funding, if applicable. 0=program is fully dependent on the grant 5=program can easily be continued without the grant funding	5
R3 program has been known to be effective in the past. [Does the effort use proven strategies taken from case studies or prior research?] 0=no instance of such a program being tried before, or it has been tried but not shown to be effective 5=program has been proven to be effective elsewhere	5
Program addresses a current barrier to fishing participation or fills a current need: _____. 0=TBD 5=TBD	5

Using the Scorecard

- The sections include questions to ask oneself while scoring grant proposals.

- Scales are indicated for each.

- Enter the scores; the spreadsheet automatically calculates the amount.

- Places are included for optional comments about the scored program.

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Questions?

Thank You

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