

**TEXAS**

---

**PARKS &**

---

**WILDLIFE**



# TEXAS R3 PROCESS

Ross Melinchuk

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

Recruitment				Retention				Reactivation			
Awareness	Interest	Trial	Decision to Continue	Continue w/ Support	Continue w/o Support	Lapse	Reactivate				
<b>HUNTING R3</b>											
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

**TEXAS**

---

**PARKS &**

---

**WILDLIFE**