



TEXAS R3 PROCESS Ross Melinchuk

Recreational Boating & Fishing Foundation State Marketing Workshop December 13-15, 2017

TPWD Introduction to R3

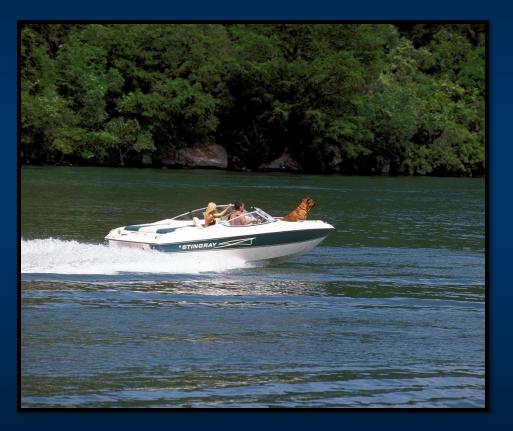
- Development of Cross-Divisional Team
 - Executive Office
 - Coastal Fisheries
 - Communications
 - Financial Resources
 - Human Resources
 - Inland Fisheries
 - Information Technology

- 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		
	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

• Apr 16-20

May 15

- Feb 16 Draft #3 Due includes key stakeholders inputs
- Mar 21 Brief TPW Commission
 - Share draft #3 with key stakeholders
 - FINAL R3 Draft presented to Executives
 - May 23-24 Present to TPW Commission

