



# Texas Tales from the R3 Trail





# Texas R3 Vision

- Create lifelong participants in hunting, fishing, boating and shooting sports
- Expand resources to successfully deliver nature-based conservation and recreation
- Increase public support for hunting, shooting sports, fishing and boating

A LONG trail to get here!

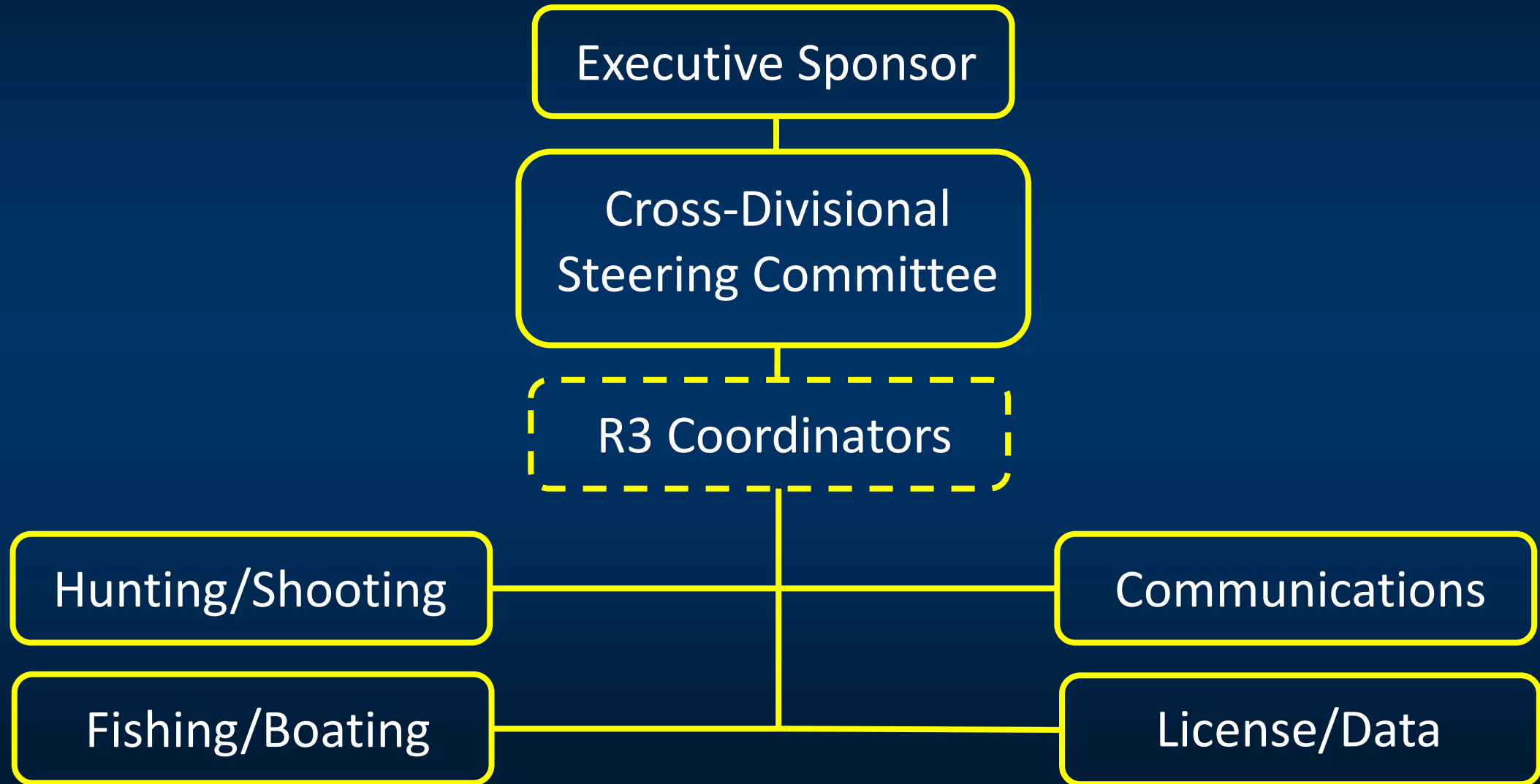


## TEXAS R3 STRATEGIC PLAN



RECRUITMENT • RETENTION • REACTIVATION

# R3 Implementation Teams



# R3 Cross Program Goals

1. Measure the success of R3 programs using evaluation techniques and outcome tracking
2. Communicate the value of outdoor recreation
3. Create and improve partnerships among agencies, organizations and industry
4. Develop support for agency-wide R3 coordination

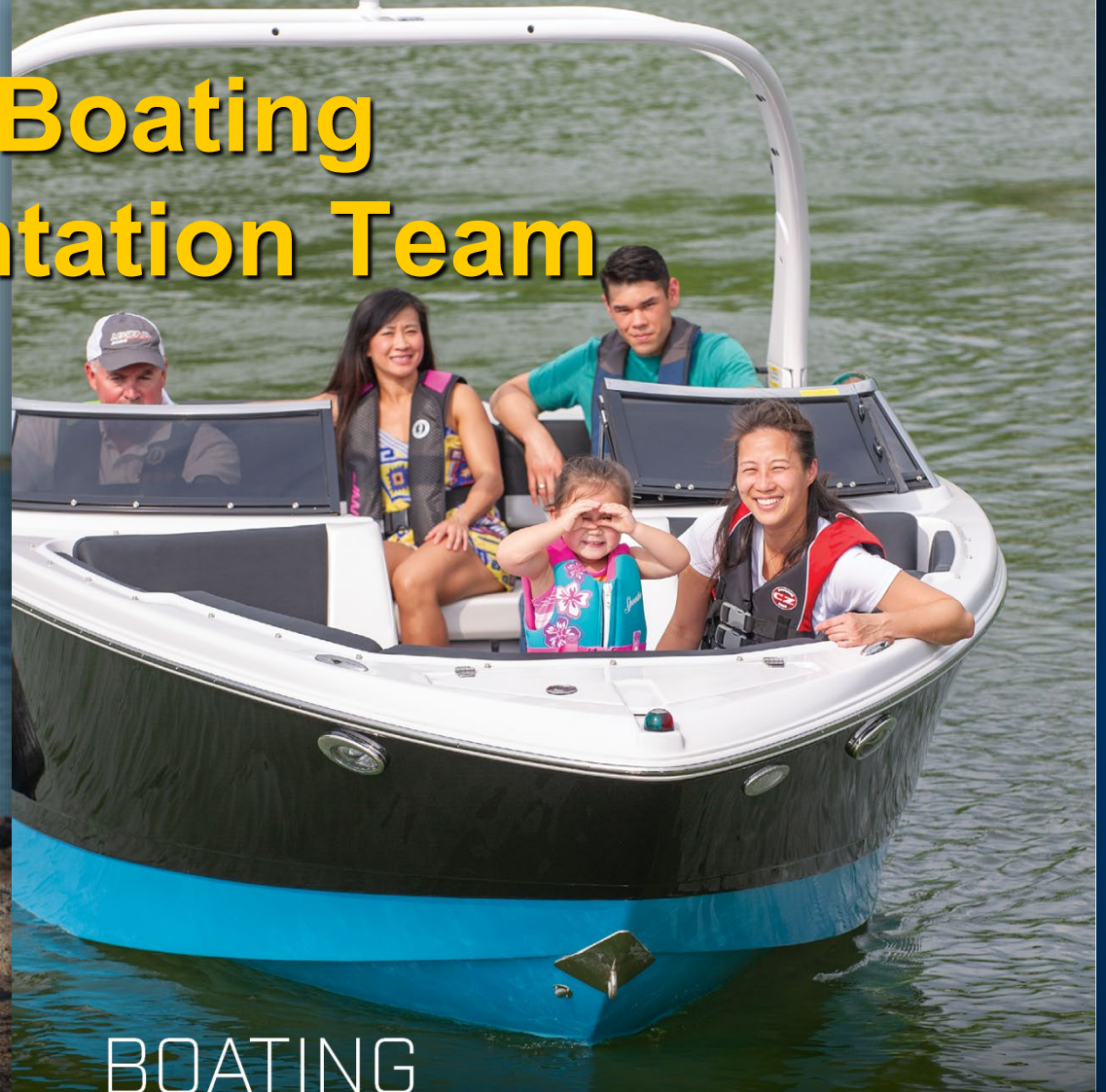


# Fishing/Boating R3 Implementation Team



## FISHING

- 1 Increase fishing license sales by 2% annually
- 2 Recruit, retain and reactivate new and more diverse anglers



## BOATING

- 1 Increase number of recreational boating participants in Texas
- 2 Increase the number of registered recreational boats in Texas
- 3 Establish customer relationship with the paddling community



# Fishing/Boating R3 Team

## Recent or New Projects



NEIGHBORHOOD  
**FISHIN'**  
REEL FUN  
CLOSE TO HOME

Expand neighborhood fishing and developing opportunities and programs to increase mentoring & social support





# Fishing/Boating R3 Team

## Recent or New Projects - Access





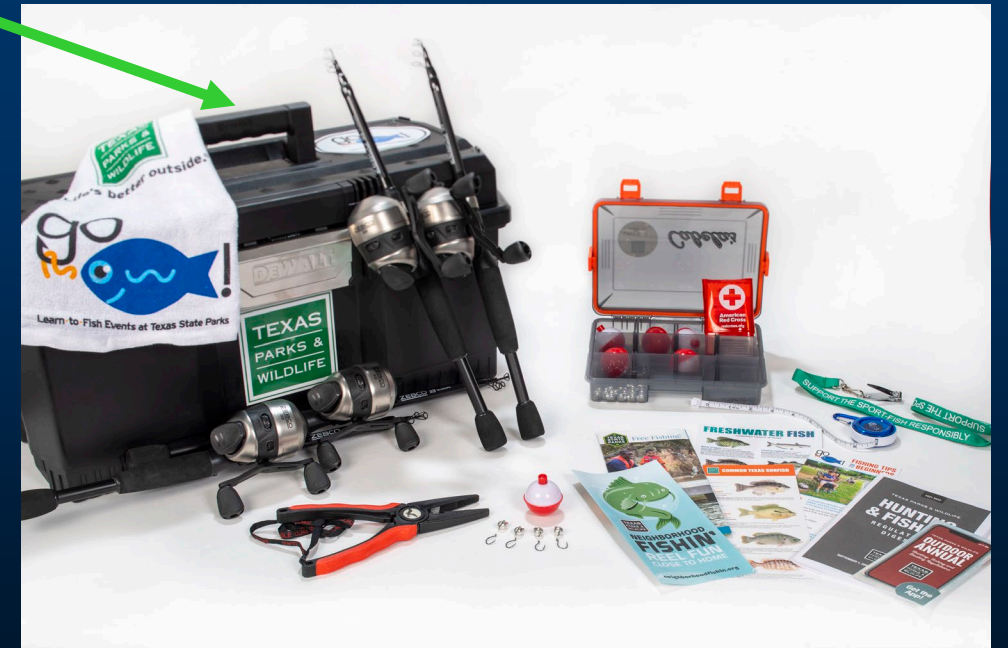
# Fishing/Boating R3 Team

## Recent or New Projects

Angler Education turns 30!

Tackle Loaner

Vamos A Pescar™





# Licensing / Data R3 Team

## Recent Projects

### 1. Licensing

- Digital License Pilot Program
- Email collection from license buyers
- Auto-renewal feature (in discussion)

### 2. Use of Data

- Analyze areas for new urban fishing locations
- Target hi-value customer segments (1<sup>st</sup> time license buyers, super combo, repeat buyers)
- Identify prospective buyers who “look like” our customers and target them in ad campaigns

# **Communications R3 Team**

## **Recent Projects**

### **National Hunting and Fishing Day Rollout**

- Internal
- External

### **R3-Inspired Content Across Media Channels**

- TPWD Magazine
- PBS Show (TV and YouTube)
- Press Office
- Social Media



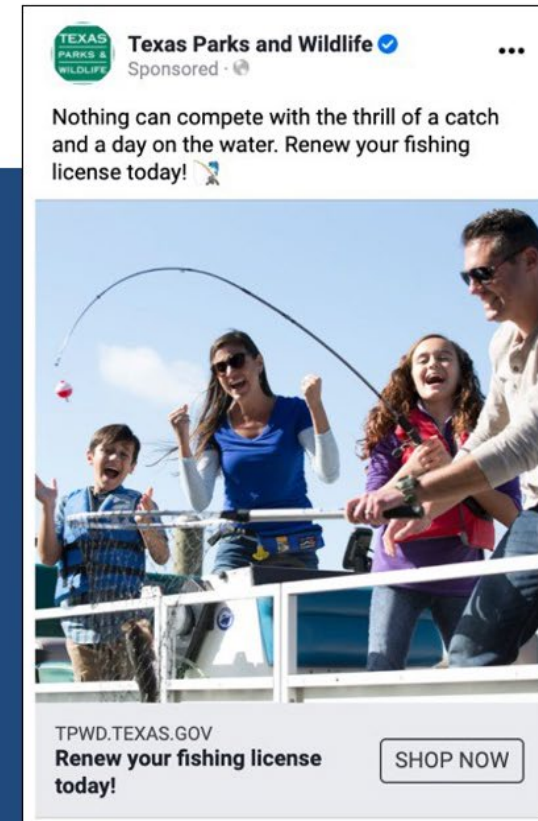
# Communications R3 Team

## Recent Projects

### CREATIVE



father-sons-lifejackets



family-thrill

"COVID Angler" Retention Campaign (RBFF State R3 Program Grant)

# Communications R3 Team

## Recent Projects

License renewal campaigns



Reactivation campaign for  
combo and fishing license  
buyers

Boater retention direct  
mail/email campaign

### AVOID DELAYS » RENEW ONLINE

NEW FEDERAL REGULATION SLOWS PROCESSING

#### NOW REQUIRED FOR ALL BOAT REGISTRATIONS:

A valid **drivers license number** and **date of birth**  
for individuals OR


#### IF MAILING:

Processing of registration renewals mailed to TPWD has a **1- to 2-month delay** due to the additional time needed to enter the identification information now required by federal law.

A federal **employer identification number** (EIN)  
for companies/businesses

TPWD is required by federal law to collect this information under Code of  
Federal Regulations, Title 33 Navigation & Navigable Waters, Section 174

License Renewal Notification  
Texas Parks and Wildlife Department sent this bulletin at 08/16/2021 08:30 AM CDT [View as a Webpage](#)

  
Life's better outside.®

Thank you for purchasing a fishing and hunting license in the past. We appreciate your support!


Licenses for the upcoming season are now for sale, and current year licenses will expire on Aug. 31, 2021. [Get your combo license](#) for the new season today and you'll be ready to go at a moment's notice! It's more than just your license to hunt and fish – it's your license to fun, relaxation, time in nature and making memories with family and friends.

[RENEW MY LICENSE NOW](#)

You can also get your license at a [license retailer](#) or by calling (800) 895-4248 during regular business hours.

The best value: The most popular license package – the [Super Combo License Package](#) – will save you up to \$18. It includes a Resident Hunting License, a Resident Fishing License and 5 state stamp endorsements for just \$68/year (\$32 for seniors).

Have questions about licenses? We've got you covered.

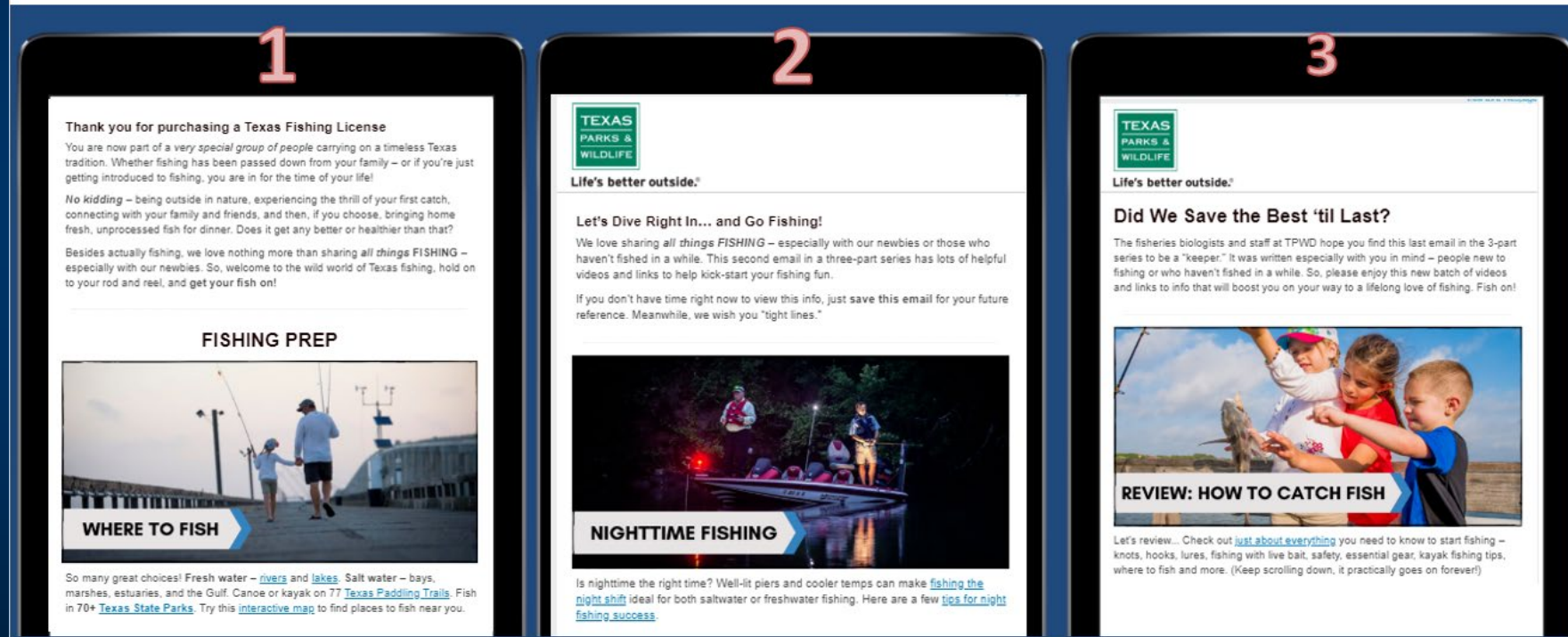
  
**Super Combo**



# Communications R3 Team

## Recent Projects

### “FIRST-TIME” BUYERS WELCOME SERIES



1<sup>st</sup>-time license buyers email engagement and retention campaign

# Where will the Texas R3 Trail Lead into the Future?

