



RBFF STATE MARKETING WORKSHOP

PRESENTED BY  FISHBRAIN

Lessons from the Urban Wildlife Conservation Program

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Partnership



URBAN WILDLIFE CONSERVATION PROGRAM

Thriving Communities through Equity and Resilience



80% of Americans live in or near cities



THE IMAGE OF CONSERVATIONISTS



TODAY





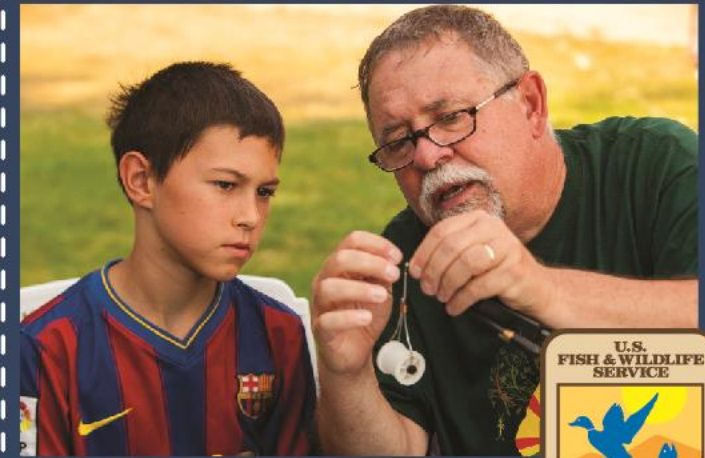
A STRONGER CONSERVATION MOVEMENT THROUGH





A STRONGER CONSERVATION MOVEMENT THROUGH

INCLUSION



**WE DELIVER CONSERVATION
WITH STANDARDS OF EXCELLENCE**



WE DELIVER CONSERVATION WITH STANDARDS OF EXCELLENCE

Excelling at these

Know and Relate
to the Community

Be a Community
Asset



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Sets us up to excel at these

Provide Equitable Access

Build Partnerships

Connect Urban People
with Nature via Stepping
Stones of Engagement

Ensure Visitors Feel
Safe and Welcome

Model Sustainability

Ensure Long-term
Resources



Critical Elements

The “how” of the UWCP, each essential and interrelated, against which we measure every action.

These elements help us positively impact the planet and its people and hold us accountable to continual progress



Critical Elements

Community-focused

Prioritize community needs with long-term commitments.

Intentional

Adopt community engagement methods that are well-informed, purposeful, and measurable.

Inclusive

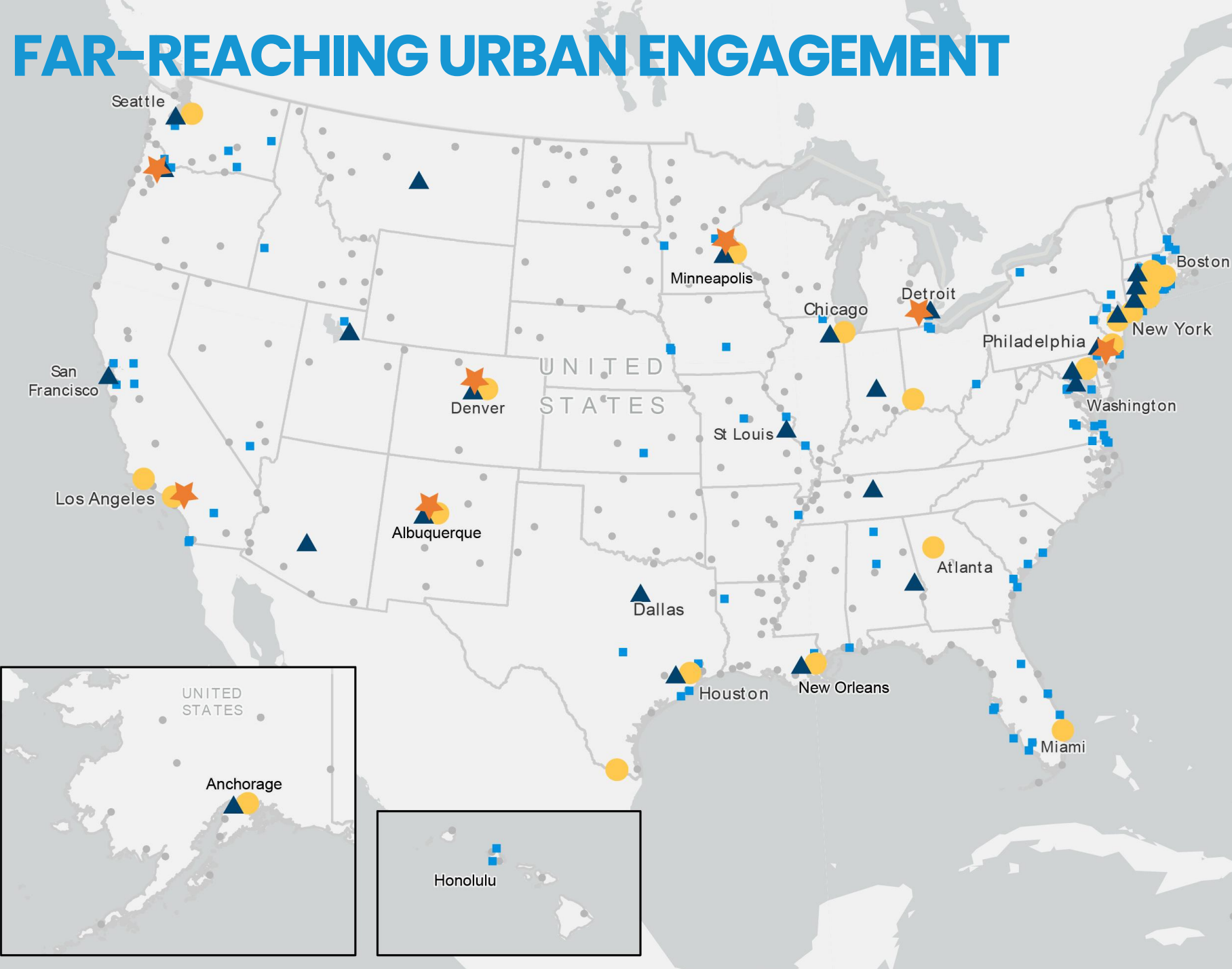
Implement equitable solutions to involve systematically excluded communities in solving conservation challenges.

Collaborative

Form long-term, transformational relationships with community partners and across Service programs with the goal of increasing the collective impacts of conservation efforts.



FAR-REACHING URBAN ENGAGEMENT



■ **101 URBAN
NATIONAL WILDLIFE
REFUGES**

★ **7 FLAGSHIP SITES**

● **32 PARTNER CITIES**
26 WITH NEARBY
URBAN REFUGES

▲ **30 URBAN BIRD
TREATY CITIES**

• **568 NATIONAL
WILDLIFE REFUGES**

• **70 NATIONAL FISH
HATCHERIES**





Research

Demographics



Findings

Compared to the general U.S. population, New Anglers and New Boaters are younger (25 – 34), more likely to be Hispanic, have kids in the household, and live in urban areas.



Implications

- Consider how to increasingly target ASFs in urban areas with programs that take their geography and access to water into account.
- With so many Newcomers taking their kids, consider how to maintain kid interest through partnerships and content, knowing kids today are the anglers/boaters of the future.

Mobile First Catch Centers



Mobile First Catch Centers



Established

AL, CT, DC, GA, KS, MA, NE,
NM, NY, OK, PA (2), TN, VA,
WA & WI!

Under Construction

AL (#2) AZ, CA (2), IL, NC, SC,
& WI (#2)

First Catch Center Exploration

Coming soon – USFWS Region 5



Baltimore, Buffalo & Providence area



URBAN WILDLIFE CONSERVATION PROGRAM

North Atlantic–Appalachian Region



Urban Wildlife Refuges

25 miles of 250,000 or more people



Urban Wildlife Refuges

Total of 101

Flagship Urban Wildlife Refuges

- Tualatin River NWR
- Nisqually NWR
- Valle de Oro NWR
- South Texas NWR Complex
- Minnesota Valley NWR
- Detroit River IWR
- Bayou Sauvage NWR
- Arthur R. Marshall Loxahatchee NWR
- John Heinz NWR at Tinicum
- Patuxent Research Refuge
- Rocky Mountain Arsenal NWR
- Bear River Migratory Bird Refuge
- San Francisco Bay NWR
- San Diego NWR Complex



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Urban Partnerships

Urban Wildlife
Refuge Partnership
cities

Urban Bird Treaty
cities



■ **37 URBAN**
NATIONAL WILDLIFE
REFUGES

★ **1 FLAGSHIP SITE**

● **9 PARTNER CITIES**
25 WITH NEARBY
URBAN REFUGES

▲ **9 URBAN BIRD
TREATY CITIES**

▪ **73 NATIONAL
WILDLIFE REFUGES**



URBAN PARTNERSHIPS IN THE NORTHEAST

\$7.7 Million
Funded for Conservation

IN THE LAST YEAR



Engaging Our Communities

560 events and activities
19,000 community members
81% youth participation

Connection to Green Space

82 spaces developed with the public through restoring
and creating habitat and removing invasive plants

Strategic Investments

99 Youth internships
Urban Coordinators
Grant programs



CASE STUDIES





Vamos A Pescar – Take Me Fishing

Creating fishing opportunities in Providence, RI



Urban Partnership Goals

- Get to know the needs of your community
- Become a community asset
- Ensure support is sustainable and relevant

Providence, RI

- Metropolitan population 1.6 million
- Diversity:
 - Hispanic (43%)
 - African American (17%)
 - Asian and Pacific Islanders (6%)
- 50.3% report language other than English spoken at home
- Many pedestrian commuters



Providence, RI

- Over 100 city parks
- Parks within ½ mile of school
- 40 Parks Friend's Groups
- Continued work of community partners



Know and Relate to your Community

Barriers:

- Program language
- Paid positions for youth
- Opportunities for fishing
- Access to equipment
- Transportation
- Food disparity





Hispanic
Access
Foundation



RECREATIONAL
BOATING & FISHING
FOUNDATION



Vamos a Pescar-Take Me Fishing

GRATIS

Busca Almejas Conmigo

Acompáñenos para un evento bilingüe de la pesca de almejas y peces para familias en el Parque de Rocky Point!





Viernes
6 de Agosto
5:00pm-7:00pm

Aprende a escarbar en busca de almejas con Jody King, pescador comercial de conchas!

Vamos a escarbar en busca de almejas en la orilla del mar

Porfavor use **zapatos de suela dura (tenis viejos o zapatos para el agua).**

Tambien recomendamos traer:

-  ropa que se pueda mojar
-  toalla
-  protector solar
-  una gorra

Ubicación:
El Parque de Rocky Point

Transporte hacia y desde Rocky Point esta disponible.

El evento es gratis, pero registro esta requerido

Registrese en

forms.gle/RPsjWV5Xw8qDEwQD8

El sitio web es sensible a letras mayúsculas y minúsculas y no se le olvide el .despues de "forms"

o llame 401-680-7253 (pregunte por Angie)



RECREATIONAL
BOATING & FISHING
FOUNDATION

Vamos a Pescar-Take Me Fishing

FREE

Come Clam With Me

Join us for a bilingual family clamming and shoreline fishing event at Rocky Point State Park!





Friday
August 6
5:00pm-7:00pm

Learn how to dig for clams with Jody King, longtime commercial shell fisherman!

We will be digging for clams along the shore.

Please be sure to wear **hard-soled shoes (old sneakers or water shoes)**

We also recommend bringing:

-  clothes that can get wet
-  towel
-  sunscreen
-  hat

Location:
Rocky Point State Park

Transportation to and from Rocky Point is available through registration

While the event is free, pre-registration is required.

Register online at

forms.gle/RPsjWV5Xw8qDEwQD8

Note: the link is upper and lowercase-sensitive. Don't forget the . after "forms"

or call 401-680-7253 (ask for Angie)



RECREATIONAL
BOATING & FISHING
FOUNDATION















ALMEJAS FAMOSAS DE JODY KING



Por Jody King, Barco Pescador Oro Negro, Warwick RI

INGREDIENTES:

- 2 docenas de almejas y ostras
- ¼ taza de aceite oliva
- 2 cucharadas de chile quebrado
- 2-3 cucharadas de ajo picado
- 3-4 cucharadas de albahaca fresca picada

PREPARACION:

Enjuaga las almejas y ostras
Echa las en una olla sin agua (ellas botan agua)
Agrega el aceite de oliva, chile quebrado, ajo, y albahaca en la olla
Cubre la olla y cocinarlas a fuego medio-alto
Cuando estén hirviendo, revise las almejas – cuando medias están abiertas, apaga el fogón y cubre las de nuevo
Batir la olla
Mantenga la olla cubierta por 10 minutos
Servir almejas y salsa sobre pastas cocidas.

ALMEJA Y OSTRA CASINO



Por Dave Beutel, Coordinador de Acuicultura, North Kingston, RI

INGREDIENTES:

- Una bandeja de ostras y almejas
- 1 pimiento verde (o jalapeño si te gusta picante) picado finamente
- 1 pimiento rojo picado finamente
- 1 cebolla roja picada finamente
- 3 piezas de tocina crudo

PREPARACION:

Abre las almejas y ostras
Echa ¼ cucharadita de cada verdura a cada ostra y almeja
Ponga un trozo pequeño de tocino a cada almeja y ostra
Dora en el horno en modo 'broil' hasta que el tocino esté cocido;
Servir inmediatamente

ALMEJAS RELLENAS



Por Mike McGivney, Presidente de la Asociación de Pescadores de Concha, Warwick, RI

INGREDIENTES:

- 25 almejas
- 1 pimiento rojo
- 3-4 tallos de apio
- 2 palitos de mantequilla
- ½ libra de camarones o vieiras
- 1 chorizo
- 4-5 paquetes de galletas Ritz
- Chile quebrado al gusto

PREPARACION:

Precalienta el horno a 375°F
Abre las almejas y saca la carne
Guarda el jugo y la concha
Pica la carne de almejas, pimiento, apio, chorizo, y camarones/vieiras finamente
Agrega el jugo de almejas y la mantequilla derretida
Mezcla con las galletas Ritz quebradas y Mezcla con las galletas Ritz quebradas y chile quebrado al gusto
Esta mezcla debe estar húmeda pero no tan mojada
Coloque el relleno en las conchas para que quede un poco redondeado, como una bola de helado.
Hornee por 30-35 minutos

OSTRAS A LA PLANCHA



Por Robert Rheault, Asociación de Cultivadores de Mariscos En la Costa Este, Kingston, RI

INGREDIENTES:

- 1 cucharada de zumo de limón
- 1 cucharada de aceite de oliva
- 1 cucharada de vino blanco
- Un poco de eneldo seco
- 12 ostras

PREPARACION

Mezcla el zumo de limón, aceite de oliva, vino blanco, y eneldo seco
Abre las ostras y ponlas en la plancha
Echa una cucharadita de la mezcla en cada ostra
Cocinarlos a la plancha por 3-5 minutos (hasta la carne esté firme)
Disfrutar con el resto del vino blanco

Disfrute estas recetas que incluyen almejas frescas de algunos lugareños de Rhode Island

Enjoy these recipes that feature fresh Rhode Island
JODY'S FAMOUS CLAMS
CLAM AND OYSTER



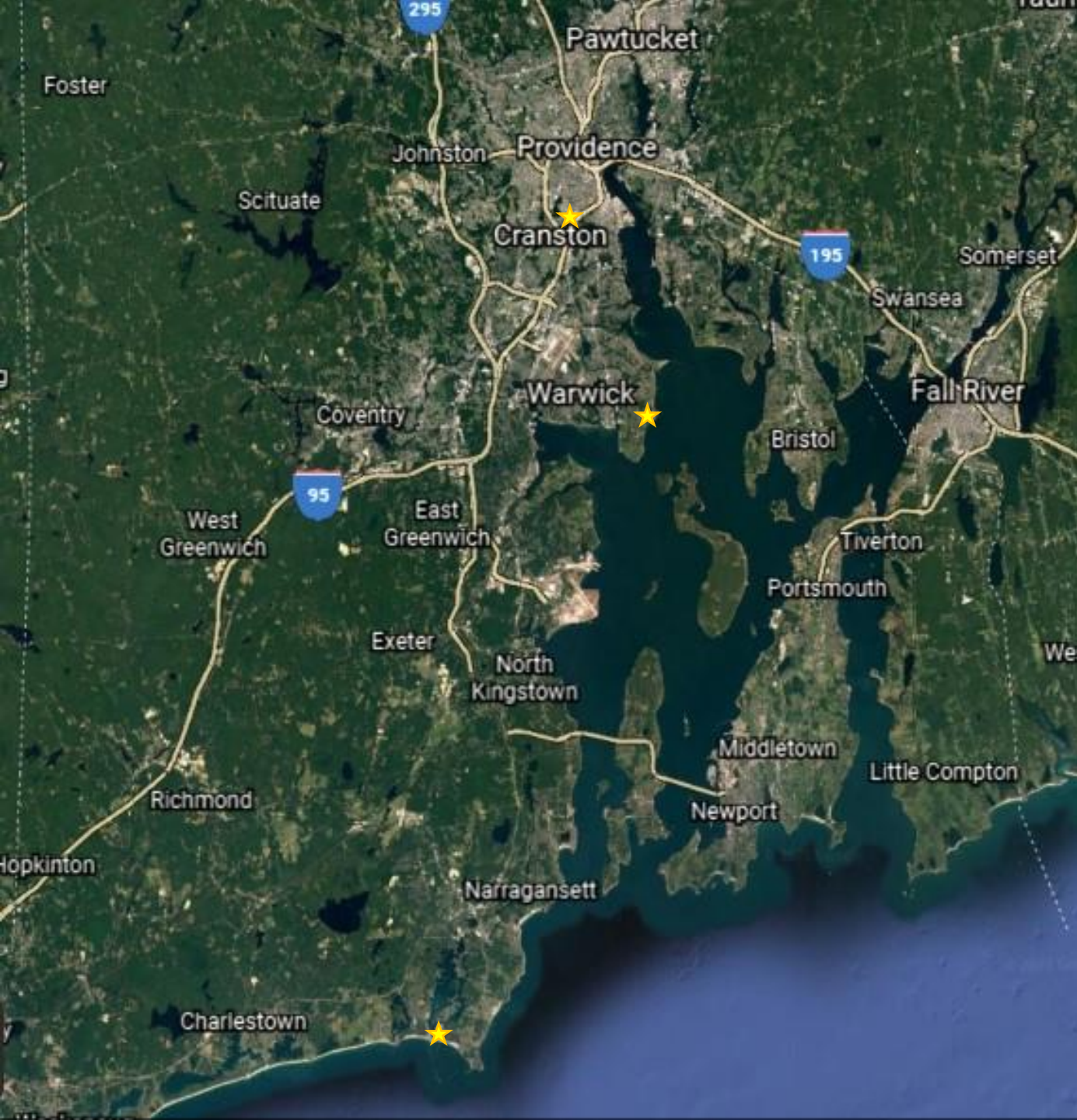
by Jody King, F/V Black Gold, Warwick
2 dozen local quahogs
cherry stone
and eye
½ cup

the Rhode Island locals
SKID'S GRILLED OYSTER SIMPLÉZ



on juice
oil,
ite wine
ers (12







Additional and Future Activities



- Teacher Institute – Fish in the Classroom
- RBFF Mobile First Catch Center
- Equipment loaning program
- Expanded Fishing Series 2022

