



# IOWA DEPARTMENT OF NATURAL RESOURCES

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LEADING IOWANS IN CARING FOR OUR NATURAL RESOURCES

# STATEWIDE COMPREHENSIVE OUTDOOR RECREATION PLAN

## OUTDOOR RECREATION IN IOWA

## Land & Water Conservation Fund -National Park Service

- ❑ Created in 1964, LWCF provides funding to federal, state and local governments to purchase land, water and wetlands for the benefit of all Americans.
  - Provide recreational opportunities
  - Provide clean water
  - Preserve wildlife habitat
  - Enhance Scenic Vistas
  - Protect archaeological and historical sites
  - Maintain the pristine nature of wilderness areas



*Since its inception LWCF has provided nearly \$60 million in matching grants to the State of Iowa, its cities and counties.*

# Land & Water Conservation Fund -National Park Service

## ❑ State Grant Program

- States receive funding for the acquisition and development of public outdoor recreation areas and facilities.
- Creates and maintains a nationwide legacy of high quality recreation areas and facilities and to stimulate non-federal investments in the protection and maintenance of recreation resources across the US.

## ❑ In order to receive funding, states have to develop every 5 years a Statewide Comprehensive Outdoor Recreation Plan

- First SCORP Plan in 1969
- Last SCORP Plan “Outdoor Recreation in Iowa” 2012
- 2018 SCORP Draft out in October

## Working Together

- ❑ The state of Iowa is responsible for developing and delivering a multitude of plans to federal agencies, many which are or could be
    - Iowa Wildlife Action Plan: Securing a Future for Fish & Wildlife
    - Iowa's Forests Today: An assessment of the Issues and Strategies for Conserving and Maintaining Iowa's Forests
    - Wetland Program Plan for Iowa
    - Healthy Iowans : Iowa's Health Improvement Plan
    - Iowa in Motion 2045: State Transportation Plan
    - Iowa Bicycle and Pedestrian Long Range Plan
    - Outdoor Recreation in Iowa
- 
- Iowa's State Water Trails Plan
  - Iowa Lakes Plan
  - Cultivating the Future of Outdoor Recreation in Iowa: Strategies for Recruiting, Retaining and Reactivating Outdoor Recreationists

# Outdoor Recreation in Iowa Priorities

## ❑ **Availability and Diversity of Natural Resources, Parks and Outdoor Recreation Opportunities Enhance the Quality of Life of Iowans**

- Develop and promote on-line tools to assist Iowans in choosing destinations and outdoor activities in order to become more engaged with natural resources, parks and outdoor recreation facilities close-to-home.
- Increase Iowan's level of physical activity through participation in outdoor recreation activities (active and passive) to improve Iowa's goals for public health and wellness.
- Link the benefits and potential opportunities of natural resources, parks and outdoor recreation to economic development.

## ❑ **Natural Resources, Parks and Outdoor Recreation Opportunities are available to all Iowans**

- Natural resource agencies (city, county, state & federal) will strive to improve accessibility through embracing diversity, equity and inclusion.

## ❑ **The Right Opportunities. The Right Place. Done the Right Way.**

- Increase collaboration and planning at the local level, utilizing data to manage land use restrictions vs. recreational needs, understand audiences and meet quality of life goals.
- Develop partnerships with outdoor recreation business and industry.
- Utilize the strengths of multiple governmental organizations to develop consistent messaging and public relations strategies for natural resource, parks and outdoor recreation and tourism activity.

# IOWA RESIDENTS' PARTICIPATION IN AND OPINIONS ON OUTDOOR RECREATION 2018 SURVEY

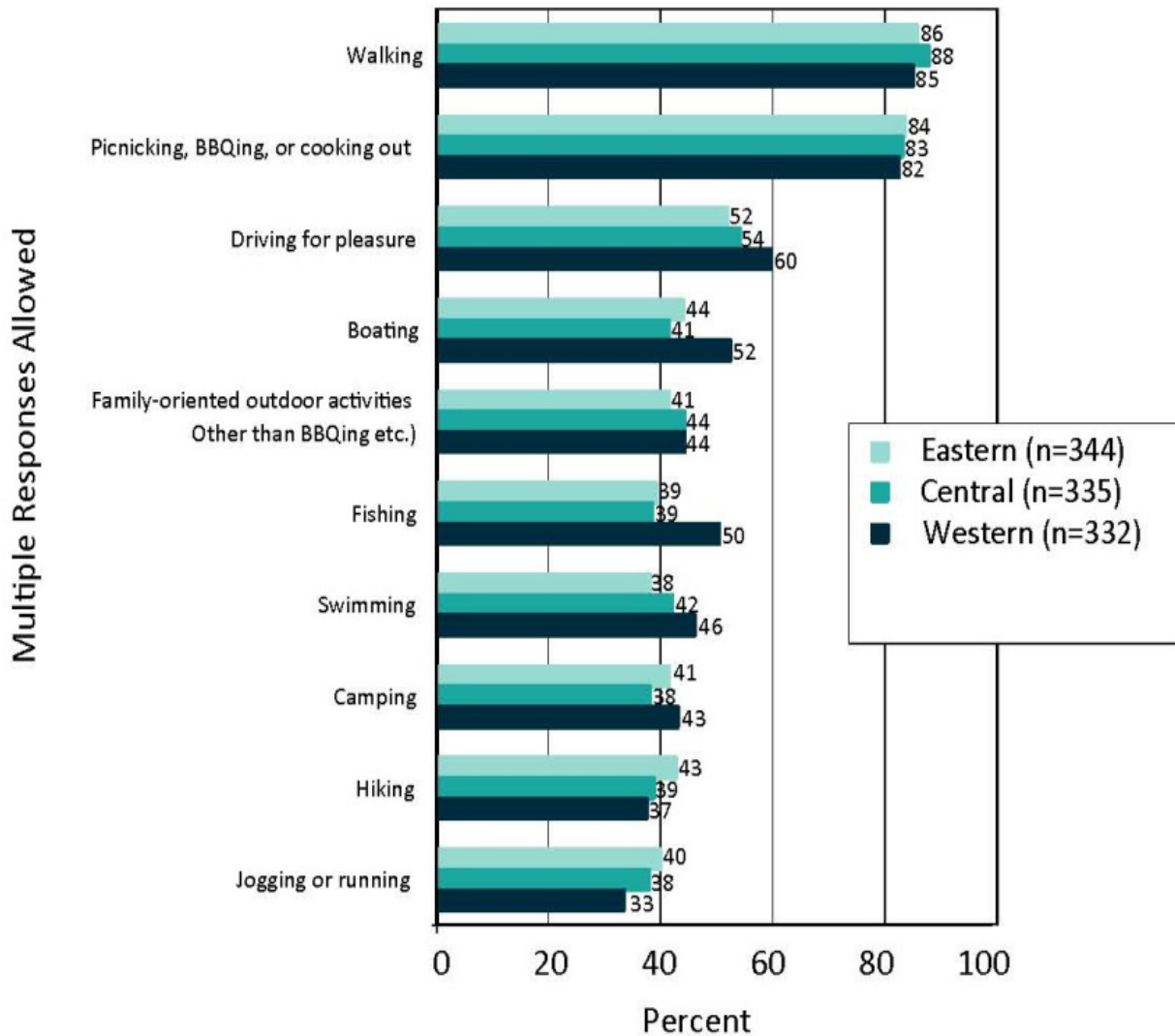
## Top 10 Outdoor Activities Iowans Participated in the Last 2 Years

- Walking – 86%
- Picnicking, barbeque, or cooking out – 83%
- Driving for pleasure – 54%
- Boating – 45%
- Family-oriented outdoor activities (other than BBQing) – 43%
- Fishing – 41%
- Swimming – 41%
- Camping – 41%
- Hiking – 40%
- Jogging or running – 38%





# Top 10 Outdoor Activities Iowans Participated in the Last 2 Years



# Top 10 Outdoor Activities Iowans Participated in the Last 2 Years

## Rural

- Walking – **81%**
- Picnicking, barbecuing or cooking out – **80%**
- Driving for Pleasure – **59%**
- Camping – **52%**
- Fishing – **49%**
- Family oriented outdoor activities - **43%**
- Hiking – **38%**
- ATVing – **34%**
- Using trails for physical fitness – **34%**
- Target shooting with a gun – **31%**

## Small Town

- Walking – **89%**
- Picnicking, barbecuing or cooking out – **86%**
- Driving for Pleasure – **53%**
- Fishing – **44%**
- Camping – **42%**
- Family oriented outdoor activities - **40%**
- Hiking – **40%**
- Jogging or running – **37%**
- Using trails for physical fitness – **34%**
- Swimming in public outdoor pools – **32%**

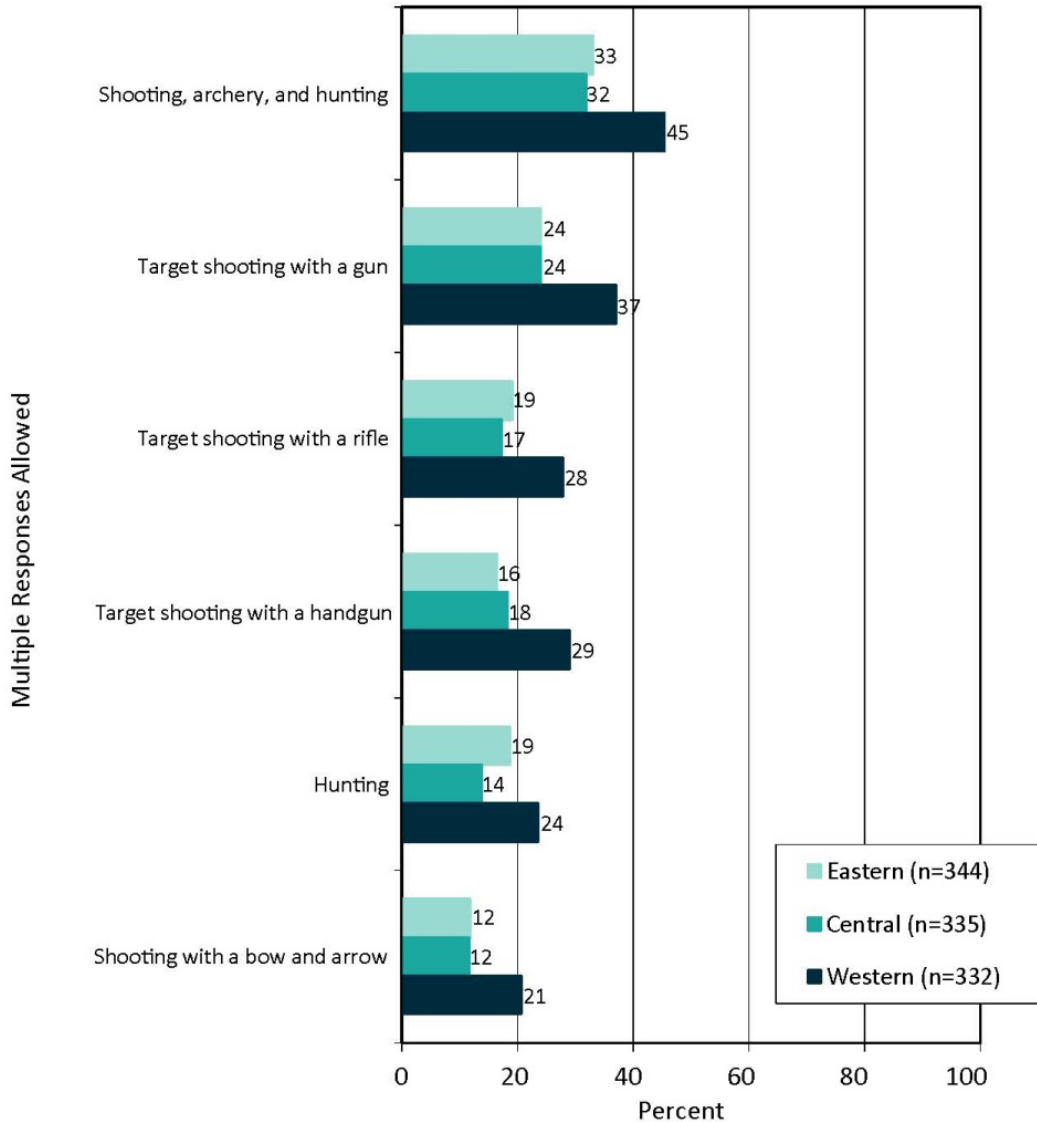
## Suburban

- Walking – **90%**
- Picnicking, barbecuing or cooking out – **80%**
- Jogging or running– **53%**
- Driving for pleasure – **52%**
- Swimming in public outdoor pools – **47%**
- Family oriented outdoor activities - **46%**
- Swimming in natural waters– **43%**
- Hiking– **40%**
- Fishing– **34%**
- Camping - **33%**

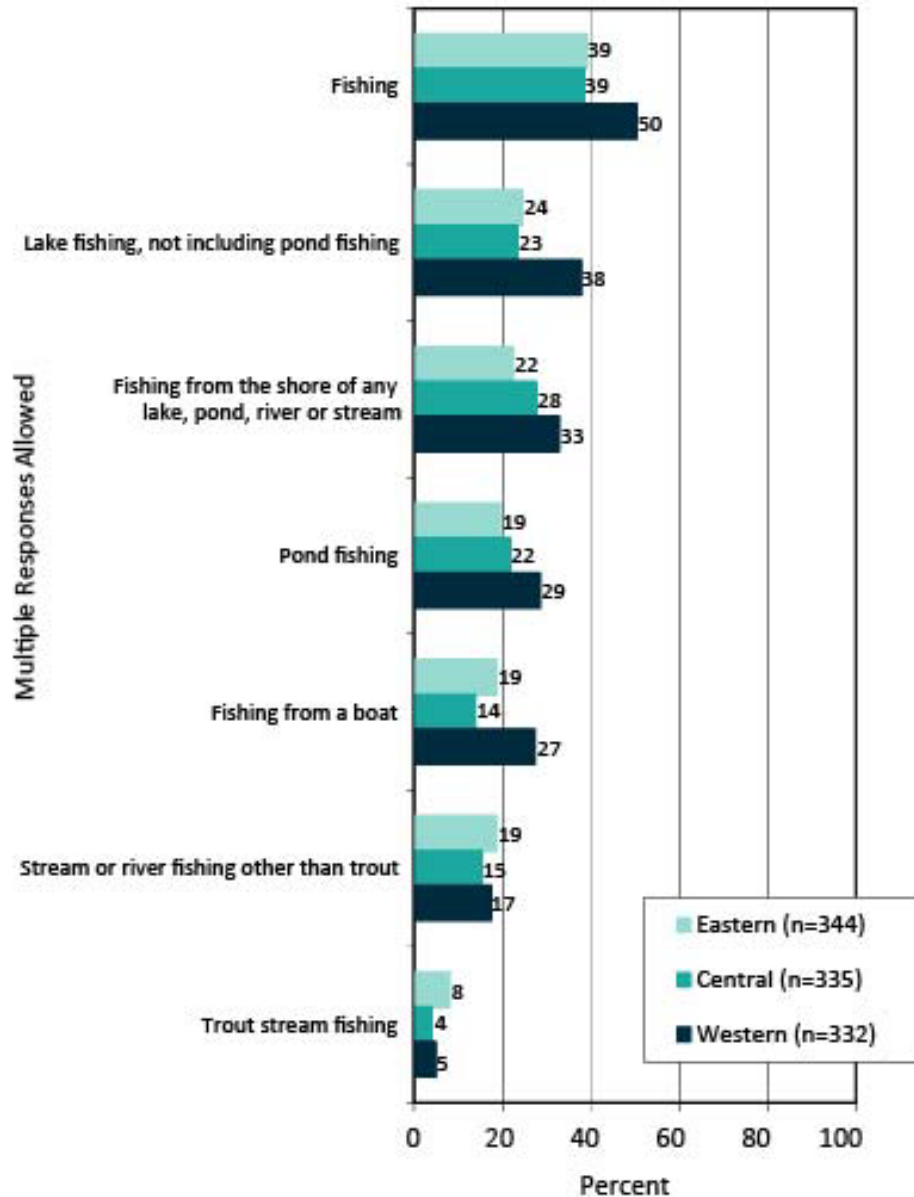
## Urban

- Walking – **86%**
- Picnicking, barbecuing or cooking out – **85%**
- Driving for Pleasure – **54%**
- Family oriented activities – **50%**
- Hiking – **47%**
- Jogging or running– **41%**
- Using trails for physical fitness – **39%**
- Bicycling activities apart from mountain biking– **36%**
- Camping – **29%**
- Fishing – **28%**

# Shooting, Archery and Hunting



# Fishing Activities



## Top 10 Outdoor Activities Iowans Want to Participate in the Next 2 Years

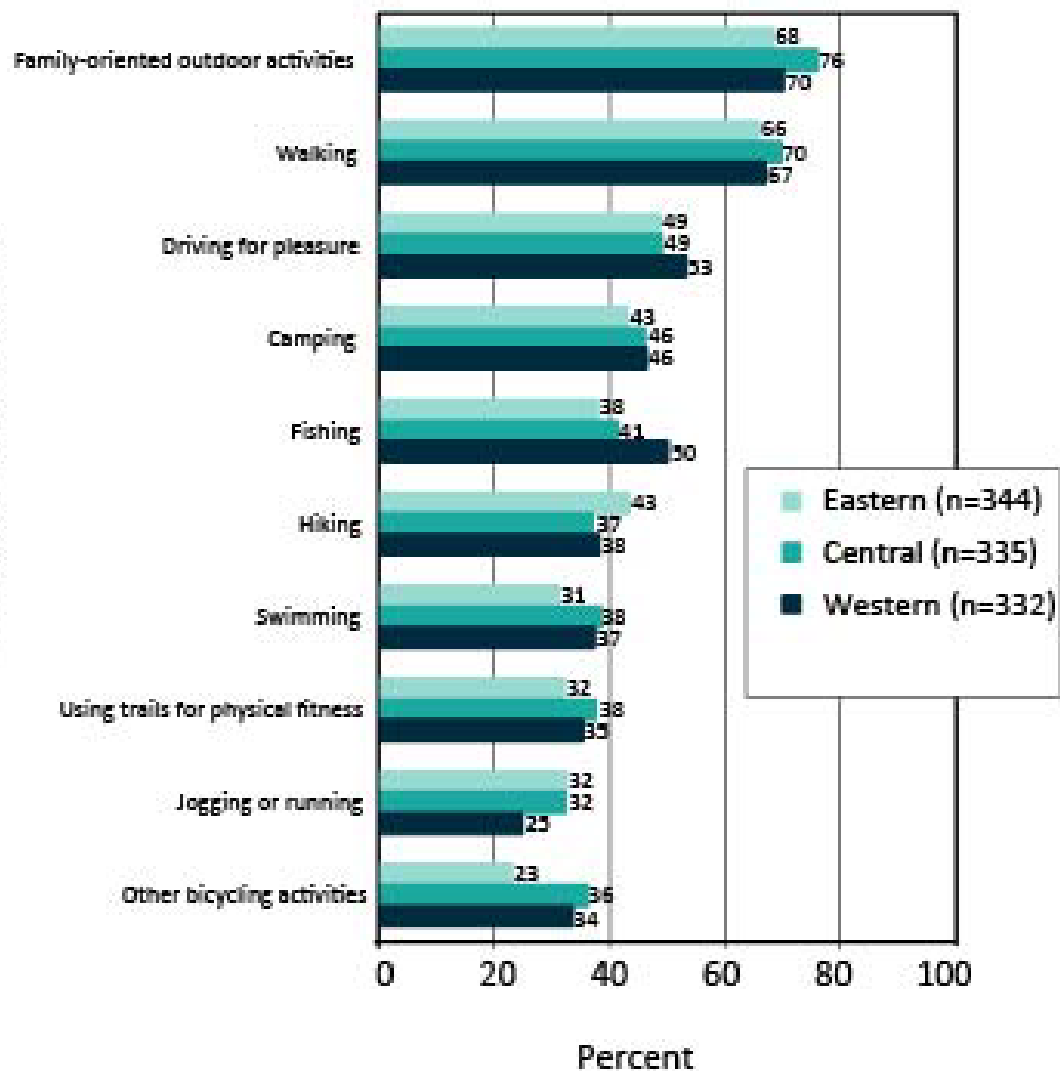
- Family-oriented outdoor activities – 72%
- Walking – 67%
- Driving for pleasure – 50%
- Camping – 45%
- Fishing – 42%
- Hiking – 40%
- Swimming – 35%
- Using trails for physical fitness – 35%
- Jogging or running – 31%
- Other bicycling activities – 30%



# Top 10 Outdoor Activities Iowans Want to Participate in the Next 2 Years



Multiple Responses Allowed



# Top 10 Outdoor Activities Iowans Want to Participate in the Next 2 Years

Out of activities they DID NOT participate in the last 2 years

## Rural

- Stream or river fishing – **3%**
- Hunting – **3%**
- Golf – **3%**
- Canoeing or kayaking – **3%**
- Bicycling activities apart from mountain biking – **2%**
- Camping in a tent – **2%**
- Fishing from a boat – **2%**
- Snowmobiling – **2%**
- Hiking – **2%**
- Mountain biking – **2%**

## Small Town

- Canoeing or kayaking – **4%**
- Horseback riding – **3%**
- Walking – **2%**
- ATVing – **2%**
- Fishing from a boat – **2%**
- Camping in a tent – **2%**
- Motorboating – **2%**
- Outdoor or wildlife photography – **2%**
- Target shooting with a bow and arrow – **2%**
- Golf – **2%**

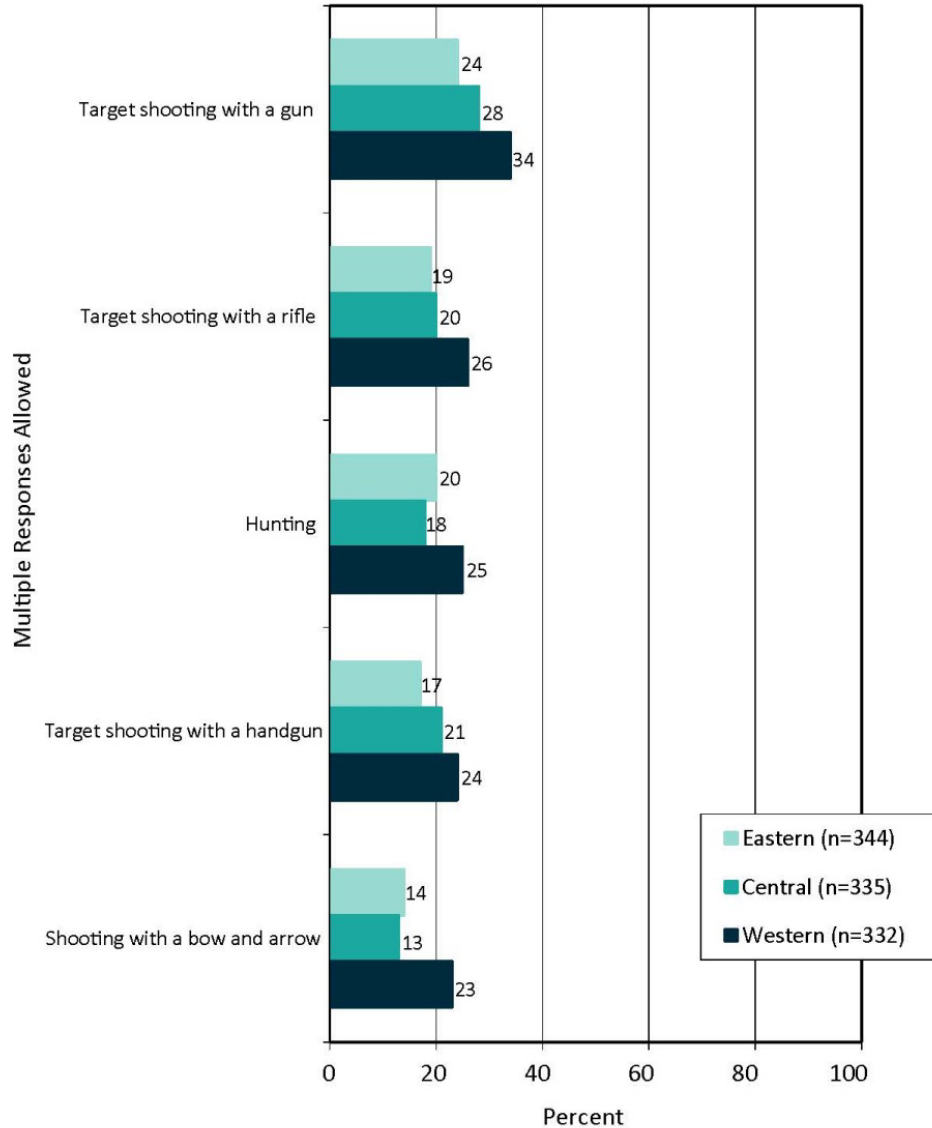
## Suburban

- Canoeing or kayaking – **7%**
- Horseback riding – **6%**
- Camping in a tent – **5%**
- Target shooting with a bow and arrow – **4%**
- Mountain biking – **3%**
- Soccer – **3%**
- Hiking - **3%**
- Tennis – **3%**
- Trout stream fishing – **2%**
- ATVing – **2%**

## Urban

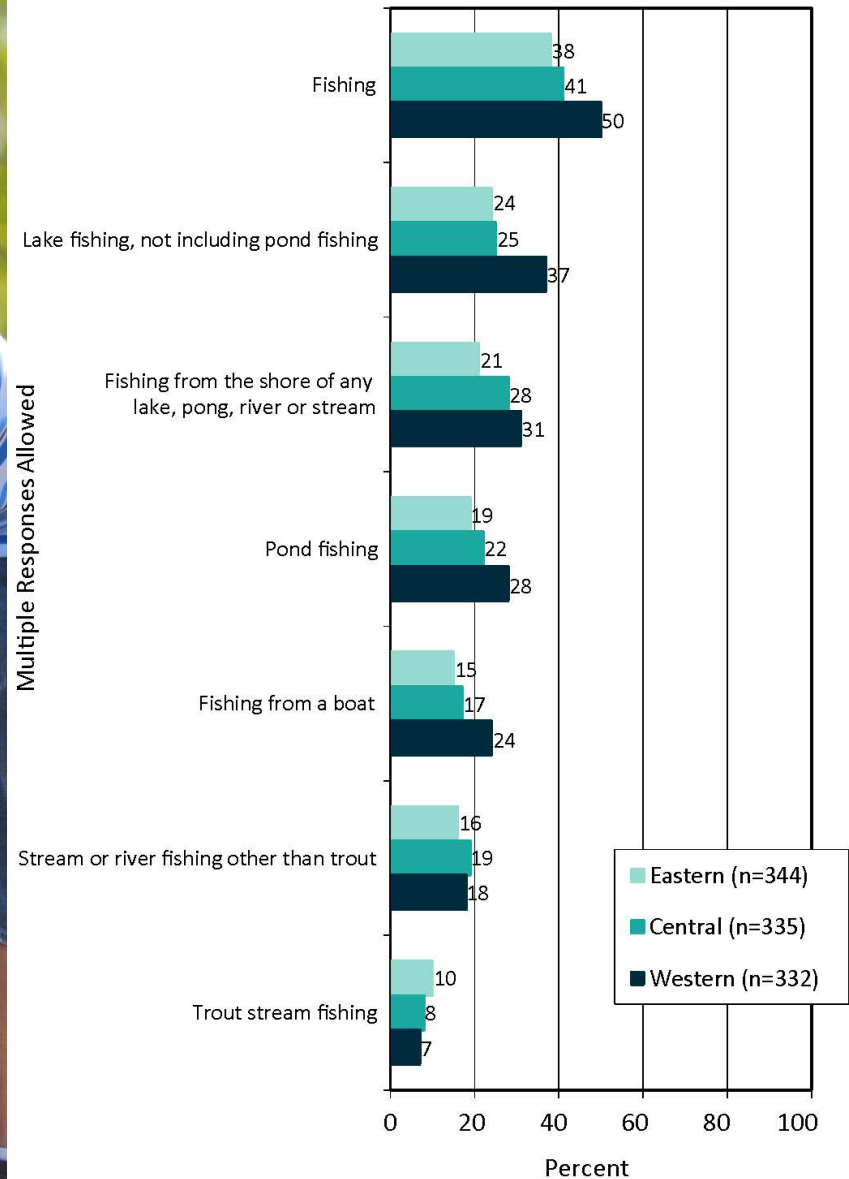
- Horseback Riding – **5%**
- Hiking – **4%**
- Point-point water trail recreation – **4%**
- Hunting – **4%**
- Bicycling activities apart from mountain biking – **3%**
- Tennis- **2%**
- Canoeing or Kayaking – **2%**
- Mountain Biking – **2%**
- Using trails for physical fitness – **2%**
- Using a personal watercraft or jet ski – **2%**

# Interested In Shooting, Archery and Hunting

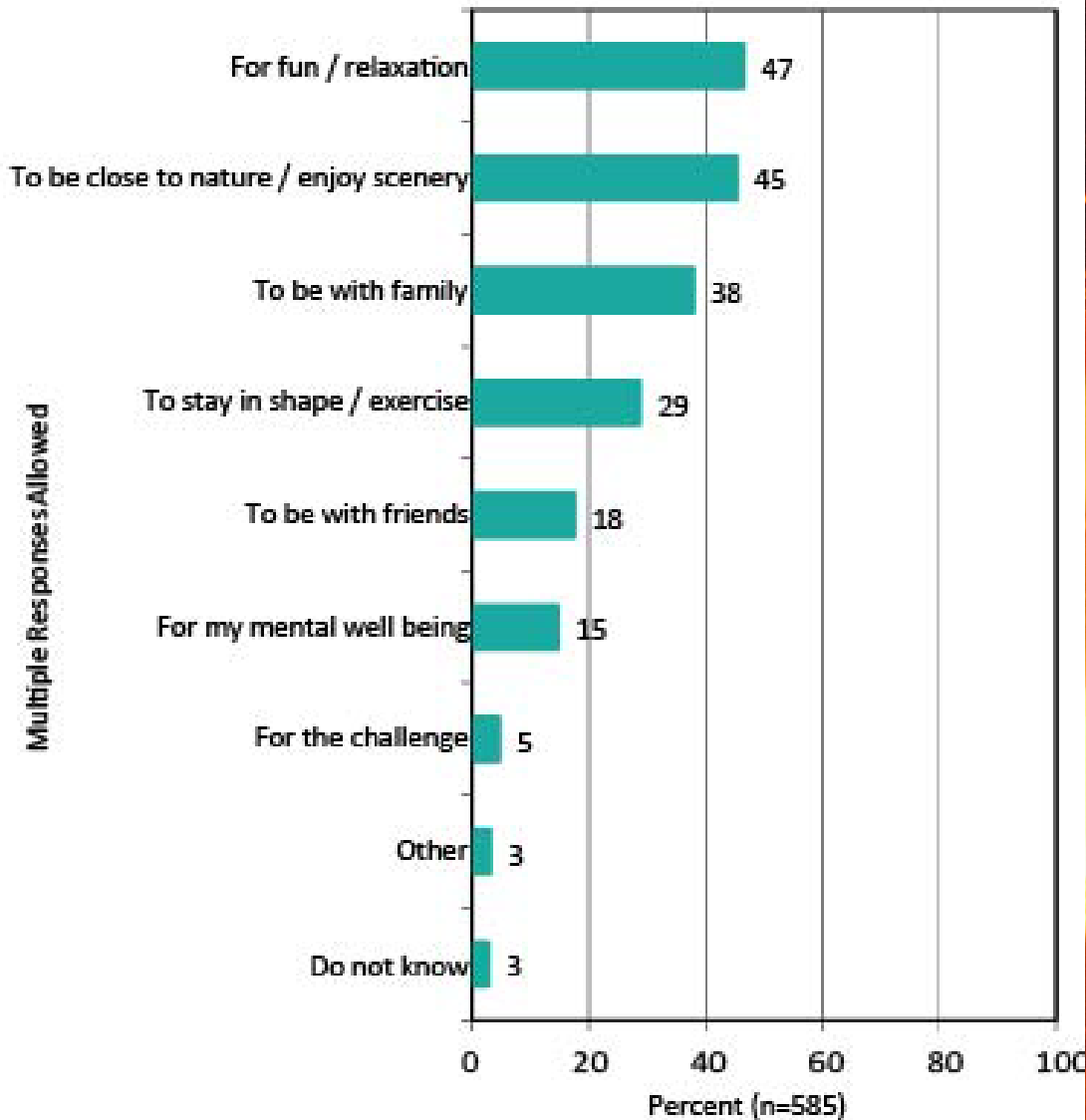




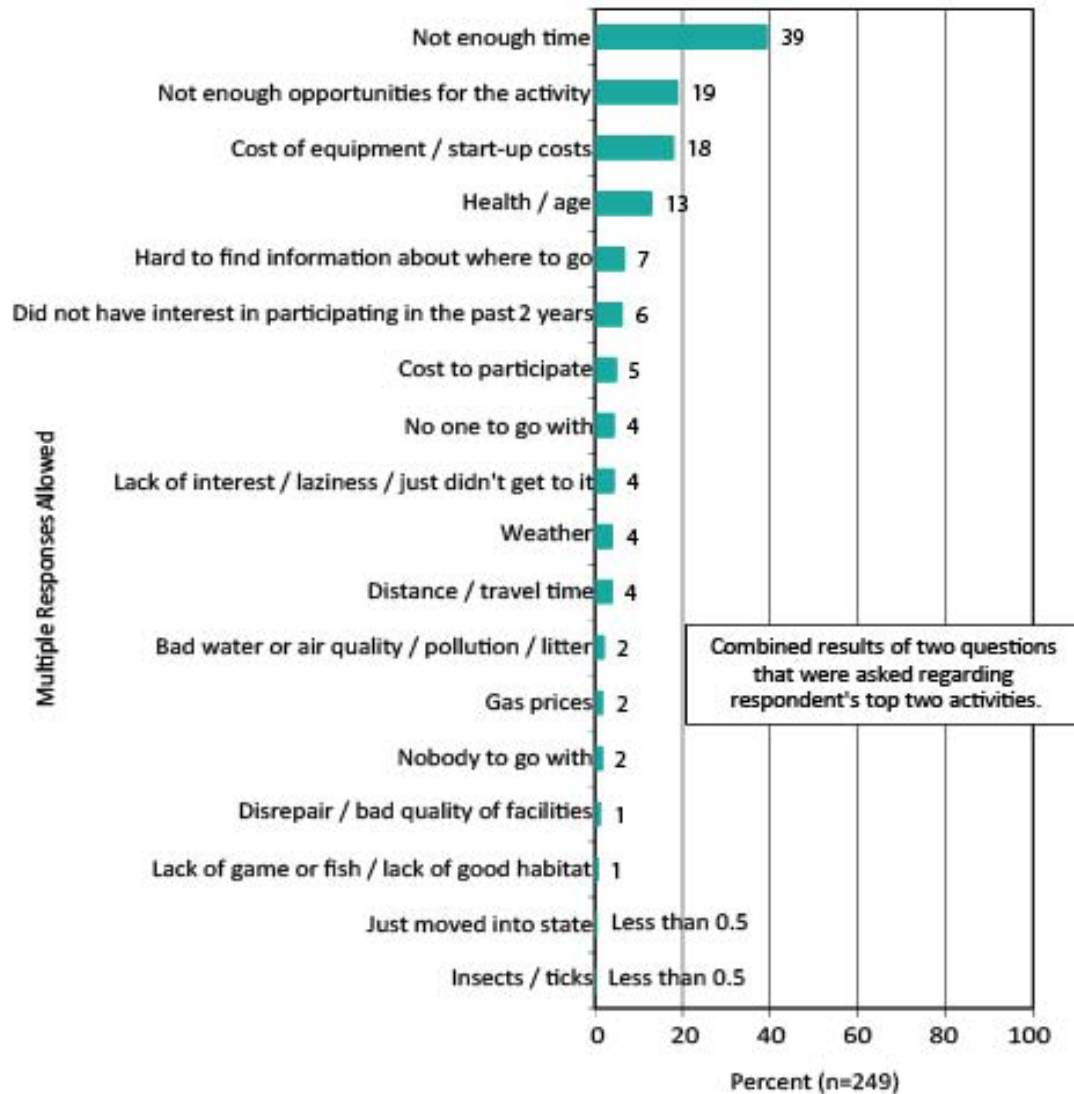
# Interested in Fishing Activities



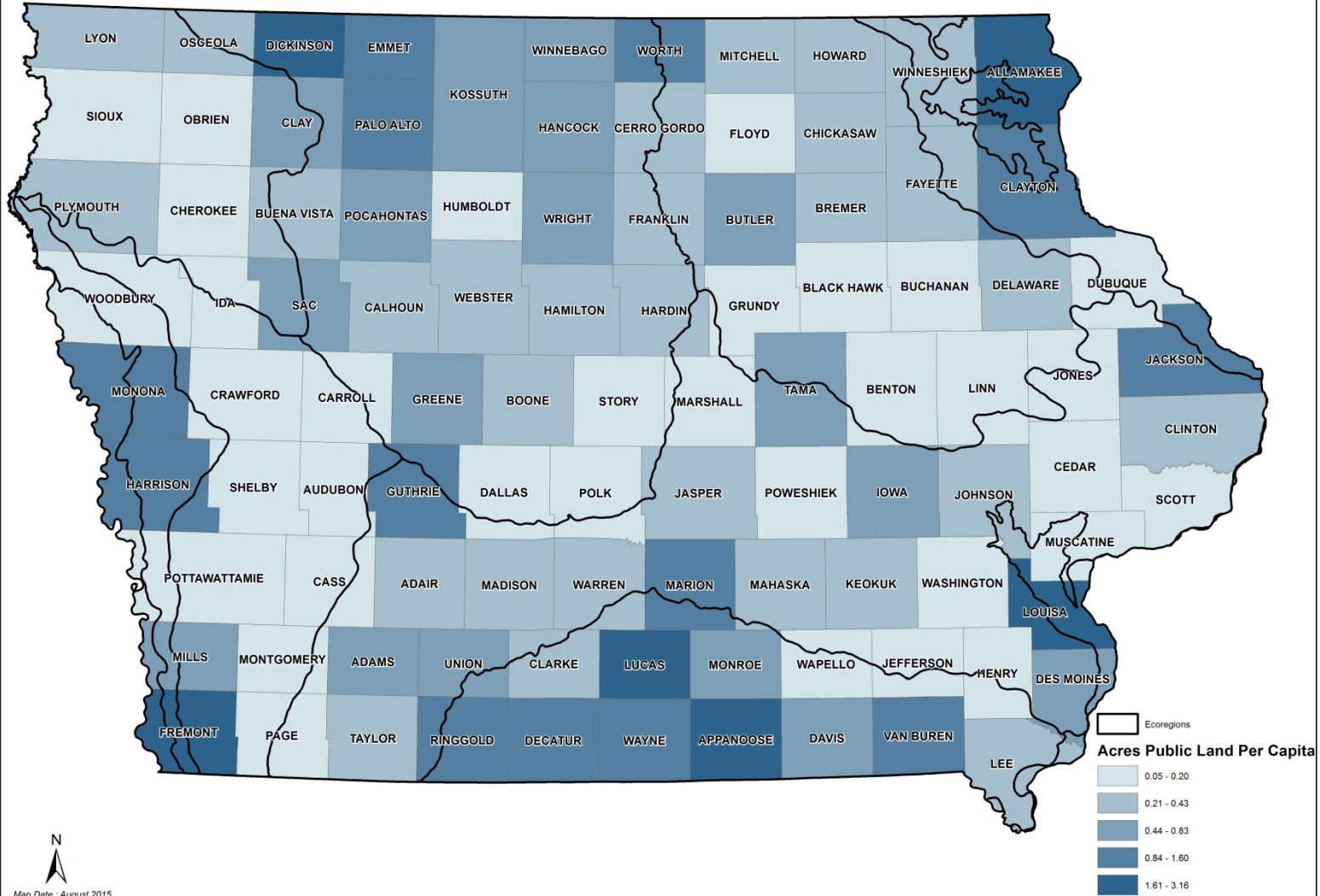
# Reasons Iowans Participate



# What Keeps Iowans from Participating



# Acres of Public Land Per Capita by County



# Priorities for Outdoor Recreation in Iowa

Increasing access for natural water-based recreation opportunities, such as swimming, boating, fishing, and wildlife viewing

Acquiring open space, such as greenbelts and buffers to urban development, for outdoor recreation activities

Building park and recreation facilities, such as playgrounds and ballfields for activities like basketball, soccer, football, and baseball

Acquiring natural areas for outdoor recreation activities, that is, areas that have few manmade features

Acquiring wetland areas

\* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

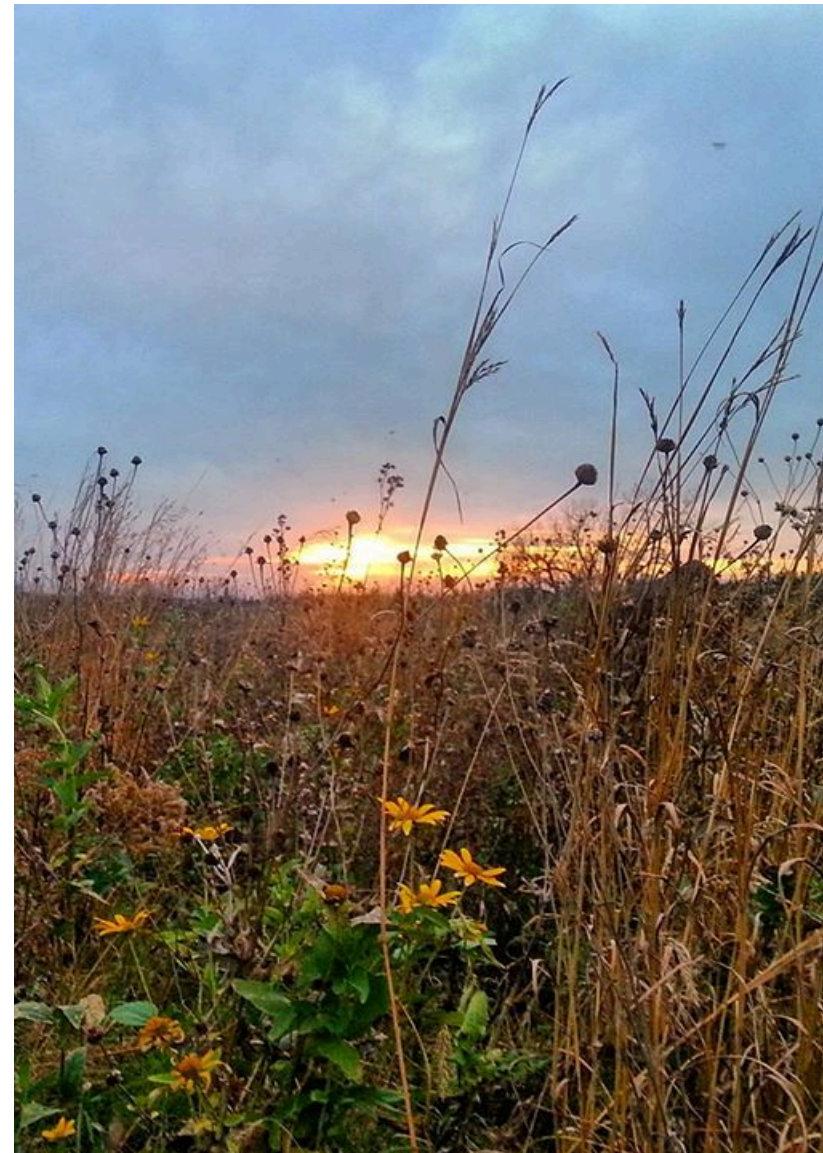


■ High priority

■ Medium priority

■ Low priority

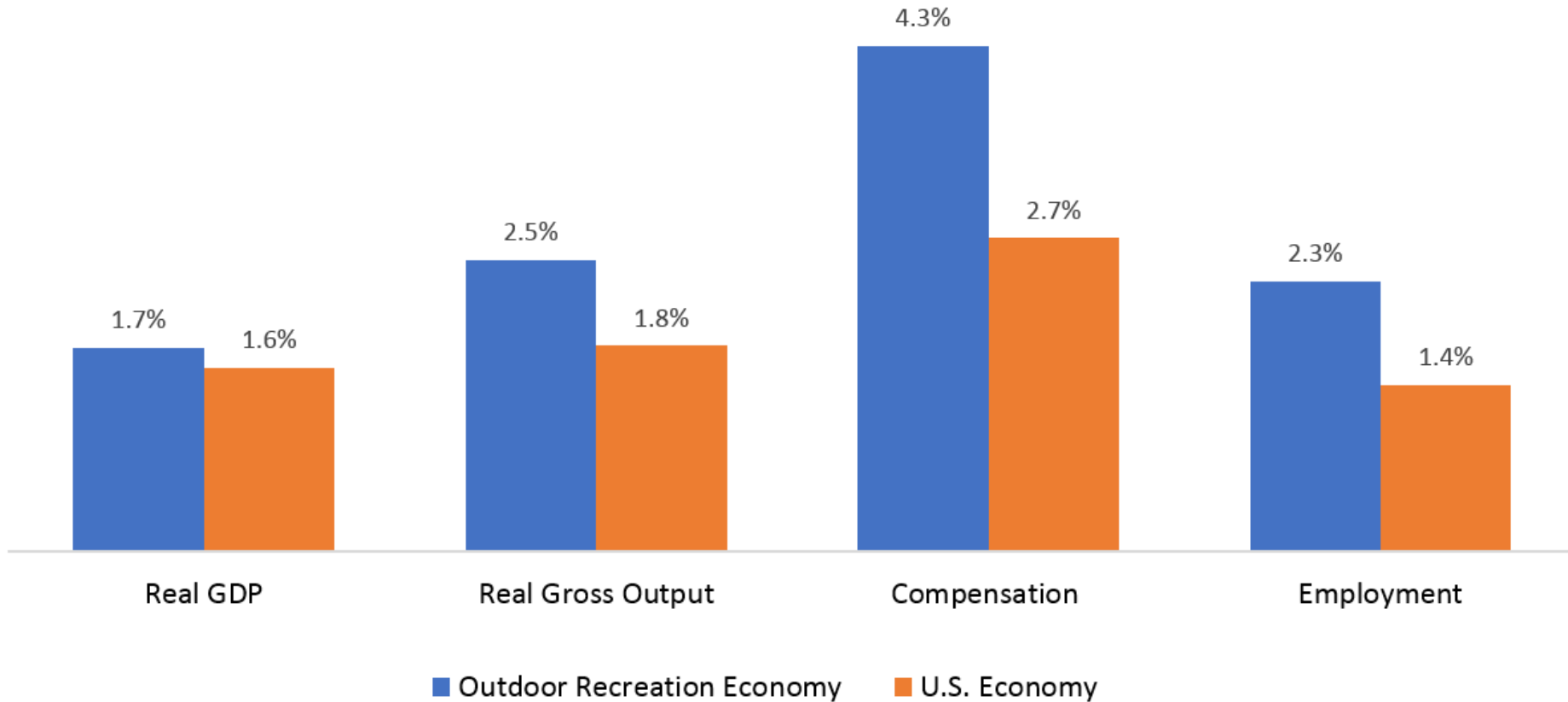
■ Do not know



# VALUE OF OUTDOOR RECREATION

# Outdoor Recreation's Economic Impact

Growth in Outdoor Recreation Compared to Growth in the U.S. Economy, 2015-2016





# Opportunities are Everywhere







## Fish Local Campaign

Campaign Dates:

May 20 – July 15, 2018



## Grant funding from Recreational Boating and Fishing Foundation

Goal: Increase license sales in the Des Moines metro area  
by promoting local fishing ponds and lakes.

## Communities targeted:

Bondurant

West Des Moines

Altoona

Ankeny

Pleasant Hill

Norwalk

Waukee

Johnston

Urbandale

Clive

Polk City

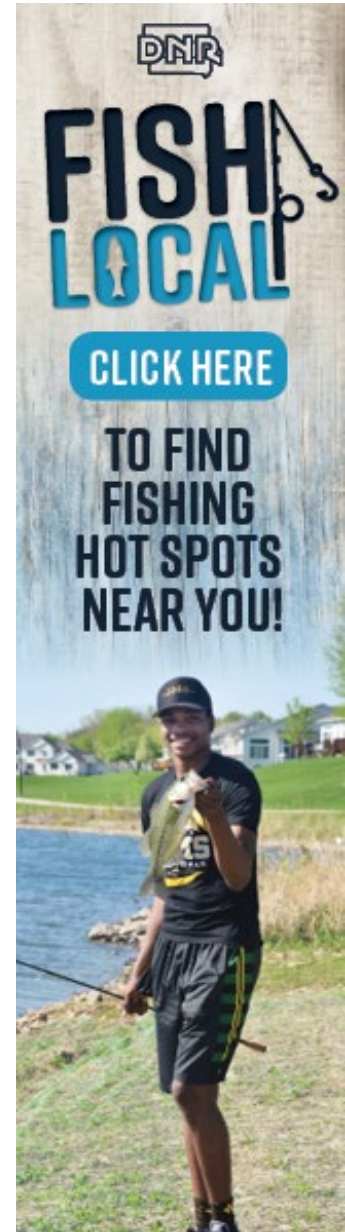


Increased license sales during the campaign time frame by 1,225, with more than \$23,000 in additional revenue.



## Campaign components:

- Postcard customized for each community
- Living Iowa magazine ads
- Social media
- Digital ads and videos on websites
- Web page with locations and fishing atlas
- Email blasts
- Ponds/lake signage with Fish Local brand





# FISH LOCAL

FIND MORE THAN 70 PONDS & LAKES AROUND THE DES MOINES METRO AREA PERFECT FOR FISHING!

**WHAT ARE YOU WAITING FOR?**  
GRAB YOUR FAMILY, ENJOY THE OUTDOORS AND "FISH LOCAL" TODAY.

Fishing licenses, maps, regulations and fishing tips at [WWW.IOWADNR.GOV/FISHLLOCAL](http://WWW.IOWADNR.GOV/FISHLLOCAL)

**CHECK OUT THESE ALTOONA HOTSPOTS FOR BASS, BLUEGILL AND CATFISH!**

**CLAY POND** – west of 3rd Avenue SW across from Clay Elementary (3200 1st Avenue South). Paved trail and picnic tables.

**IRONWOOD POND** – NE of intersection of 21st St SW & 3rd Ave SW near Ironwood Park. Paved trail leads to fun pirate-themed playground.

**LIBRARY COMPLEX** – 700 8th Street SW. Ponds on paved trail, extending to nearby parks. Splash pad, picnic shelter and bathrooms.

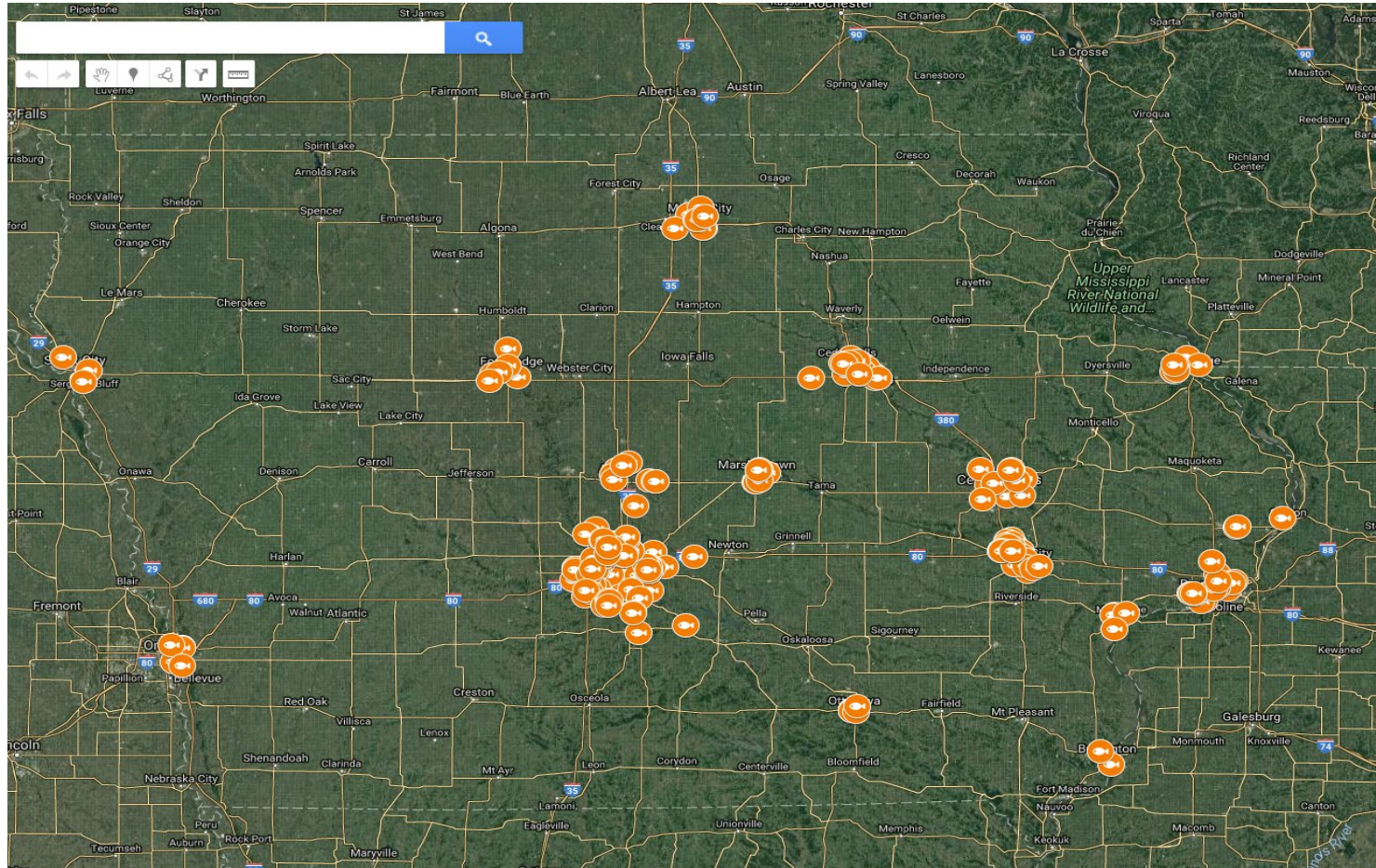
The screenshot shows the 'Fish Local' page on the Iowa Department of Natural Resources website. At the top, there is a navigation bar with links for HOME, HUNTING, FISHING, THINGS TO DO, PLACES TO GO, CONSERVATION, ENVIRONMENTAL PROTECTION, and ABOUT DNR. The 'FISHING' link is highlighted. Below the navigation bar, the page title 'FISH LOCAL' is displayed. On the left, a sidebar menu includes links for 'Buy Your License', 'Fish Local', 'Fishing Reports', 'Fishing Maps', 'Where To Fish', 'Fishing Tips & How To's', 'Trout Fishing', 'About Fishing in Iowa', 'Iowa Fish Species', 'Fishing Licenses & Fees', 'Master Angler & First Fish', and 'Mission Fishin'.

The main content area features a large banner image with the text 'FISH LOCAL' and 'LET'S GO! OUTDOOR FUN IS FIVE MINUTES AWAY.' Below the banner, there is a section titled 'Get hooked on fishing in the Des Moines metro area!' with a sub-headline 'First dozens of stocked lakes and ponds that are easily accessible in parks and along trails. No matter where you live, you're just a few minutes away from outdoor fun and a relaxing time with friends and family.' This is followed by a list of fishing hotspots: Albion, Iowa; Adair, Iowa; Booneville, Iowa; Clare, Iowa; Johnston, Iowa; Harwell, Iowa; Pleasant Hill, Iowa; Park City, Iowa; Utlandville, Iowa; Waukeo, Iowa; and West Des Moines, Iowa.

Below the list is a map titled 'Iowa Community Fisheries' showing various fishing locations marked with orange circles across the state of Iowa. To the right of the main content, there is a 'Fishing Licenses' section with a 'Purchase or Renew' button, a video titled 'Get Hooked on Fishing | Iowa DNR', and a 'First Fish' promotion with a 'Get your First Fish certificate!' button. At the bottom, there is a 'Fish Local: Events' section with a dropdown menu for 'Friday, August 17' and a list of events.

The footer of the page includes the Iowa Department of Natural Resources logo, social media icons, and contact information for the DNR Home, Contact Us, Site Policy, and About Us. The text 'Our Mission: To conserve and enhance our natural resources in cooperation with individuals and organizations for the benefit and enjoyment of the people of Iowa.' is also present.


# Community Fishing Atlas



# Community Fishing on Social Media

**City of Ankeny - Government**  
Jul 30 at 10:59am


Nick and Kelly Murrow had some luck fishing in a public pond near Prairie Ridge Aquatic Center this weekend, check out these beauties! Wondering where you can fish in Ankeny? View a map of #Ankeny Fishing Holes now at [www.ankenyiowa.gov/fishing](http://www.ankenyiowa.gov/fishing)



42 Comments • 21 Shares

**City of Johnston Government**  
2 hrs

Today, the Iowa DNR did electrofishing at the lake near Johnston Commons and caught several goldfish. If you no longer wish to keep your goldfish as pets, please do not dump them in the city ponds. The lakes are stocked with fish, and goldfish isn't one of those.



5 Shares


**City of Pleasant Hill, Iowa**  
Jul 1 at 5:00am

Fishing time is family time. Grab your poles and enjoy fishing right here in Pleasant Hill. Learn more and buy your fishing license: [www.iowadnr.gov/fishlocal](http://www.iowadnr.gov/fishlocal)

**A DEP LOCAL** IOWADNR.GOV  
Fish Local | Iowa DNR  
Fishing local.

**The Des Moines Register**  
Jun 8 at 6:15pm

Little Freddy the Goldfish can grow into a large nuisance if dumped into a pond or lake.



DESMOINESREGISTER.COM  
**Tired of your goldfish? Just don't dump it in a pond**

11 Comments • 15 Shares

Fisherpeople, rejoice!

**Waukee Parks and Recreation**  
May 17 at 1:50pm

The City is partnering with the Iowa Department of Natural Resources to provide access to quality fishing opportunities in the Waukee community. Three ponds in the Kettlestone development are now stocked with bluegill and largemouth bass!


**FISH LOCAL**

WAUKEE.ORG  
**Waukee, IA**  
Waukee's Kettlestone Development Now Open for Fishing

45 12 Comments • 18 Shares


**Waukee Betterment Foundation**  
Aug 3 at 9:09am

Thanks again to NCMIC Group, Inc. for hosting the Summer Breeze Run that after all sales and tips were complete brought in \$6,750 for the foundation. That money will be put toward a new Miracle League Field, play area and all-inclusive fishing pier to be located at the future Waukee Youth Sports Complex & Park! Learn more at the link below.



**Allison Burnett Harms** Iowa Department of Natural Resources  
3 hrs

A BIG thank you to the 4 employees of the Iowa DNR for not only looking out for the health of the fish in our local city pond, but for allowing my daughter and I (and a few neighbors) the ability to watch and learn. Very cool experience! Appreciate their willingness to take the time to engage and educate!



**Waukee Parks and Recreation**  
Aug 17 at 1:40pm

As we head into this beautiful summer weekend, remember that Waukee now has three public ponds stocked with fish! Check them out in the Kettlestone Development.

**FISH LOCAL**

WAUKEE.ORG  
**Fishing | Waukee, IA - Official Website**  
Fish at one of several stocked Waukee ponds!

11 4 Comments • 12 Shares



# Facebook Live Fishing Stats

## Facebook Live Stats

Location	Waterbody	Topic	Date	Host(s)	People Reached	Video Views	% Viewed	Reactions	Comments	
Bondurant	Lake Petocka	Trout Stocking	10/21/2016	Dodd & Malaise	57,452	7,484	13	424	92	
Booneville	Badger Creek	Ice-Bluegill	1/18/2017	Stubbs & Arthur	352,911	12,779	4	545	148	
Osceola	Q Pond	Bluegill	5/24/2017	Larscheid	51,155	12,342	24	548	138	
Bondurant	Lake Petocka	Trout Stocking	10/27/2017	Stubbs, Otting, Schnitzler	87,538	30,375	35	1,105	170	
Clear Lake	Clear Lake	Ice-Yellow Bass	3/1/2018	Stubbs & Arthur	73,603	49,137	67	962	242	
Ankeny	Vintage Pond	Urban-Crappie	5/24/2018	Stubbs & Arthur	22,051	11,146	51	462	136	
West Des Moines	City Pond	Urban-Bluegill	6/27/2018	Stubbs & Arthur	19,793	7,767	39	329	83	
Des Moines	State Fair	Fish Cleaning/Cooking	8/17/2018	Sleeper, Hupfeld Bowman	17,501	5,209	30	153	34	
Des Moines	State Fair	Turtles	8/18/2018	Bowman	26,986	8,737	32	337	62	
					Total	708,990	144,976		4,865	1,105
					Average	78,777	16,108	33	541	123

\*Facebook algorithm changed in April 2018

## Community Fishing Program: Fishing in West Des Moines

Tyler Stubbs – Community Fishing Biologist, Iowa Department of Natural Resources

To keep up with the the growing number of Iowans living in urban communities, the Iowa Department of Natural Resources (DNR) developed a Community Fishing Program and hired a statewide Community Fishing Biologist to focus on Iowa's larger and more diverse cities. According to the last US Census Survey in 2010, 64 percent of Iowans were considered urban, and the trend has continued its upward climb. Additionally, around 56 percent of Iowa anglers are considered urban. So, it makes sense that there should be places for people to fish in places where people live.

West Des Moines currently has two public fishing areas, with the potential for more as the city continues to expand. The largest is Blue Heron Lake located in Raccoon River Park, 2500 Grand Avenue. You will find great areas to fish whether from the large accessible fishing pier or from miles of shoreline with various trail access points and plenty of parking. Blue Heron Lake, a large 232 acre lake, boasts opportunities for catching Largemouth Bass, Bluegill, Channel Catfish, and Crappie. These species are all commonly caught around the fishing pier, as well as in areas with lots of habitat such as trees and other vegetation. In recent years, Hybrid Striped Bass have been stocked to provide a unique fishery for a very hard fighting fish. Some of these fish are starting to reach 10 pounds and are providing exciting opportunities for anglers using crankbaits, spinnerbaits, swimbaits, or anything that has a lot of action.

The other West Des Moines fishery is the City Campus Pond, located between South 35th Street and Mills Civic

Parkway next to the West Des Moines Library and City Hall. This pond is home to really nice Bluegill, Largemouth Bass, and Channel Catfish. The paved trail that circles the pond gives anglers easy access to prime fishing locations. Bluegills are commonly caught in this pond by simply putting a worm on a hook a couple of feet under a bobber.

Find more places to fish in the metro area on the DNR website at [www.iowadnr.gov/fish-local](http://www.iowadnr.gov/fish-local). Learn tips and techniques to successfully catch these different species at <http://www.iowadnr.gov/Fishing/Fishing-Tips-How-Tos/How-to-Fish-For>

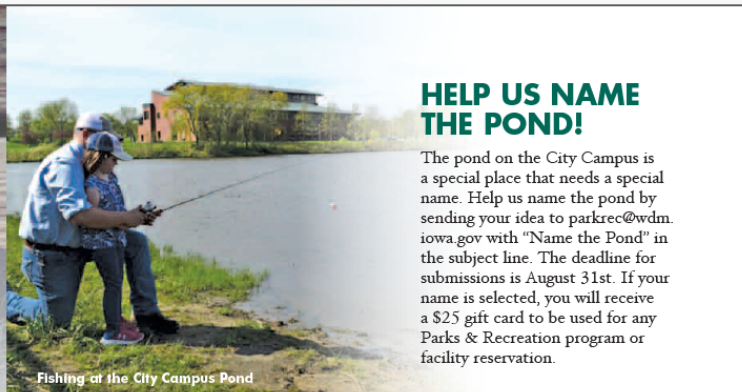
### Helpful Tips:

- Look for the Fish Local signs on publicly accessible waterbodies that allow fishing.
- A fishing license is required to fish these areas if you are over 16 years of age.
- Harvest regulations are posted at many areas, but they can also be found at [www.iowadnr.gov](http://www.iowadnr.gov).
- Take a friend with you and have fun!

### Here are a few examples of things to bring to get you started:

A small hook (size 6 or 8), bobber (size of a nickel and no larger than a quarter) and a worm will get you started. Bring something to get the hook out of any fish that you catch — needle-nose pliers work well, and a stringer to place your fish on if you choose to harvest any for a meal.

Keep a bottle of sunscreen, a pair of sunglasses, and a hat with a brim in your tackle box to help protect you from the sun.



Fishing at the City Campus Pond

## HELP US NAME THE POND!

The pond on the City Campus is a special place that needs a special name. Help us name the pond by sending your idea to [parkrec@wdm.iowa.gov](mailto:parkrec@wdm.iowa.gov) with "Name the Pond" in the subject line. The deadline for submissions is August 31st. If your name is selected, you will receive a \$25 gift card to be used for any Parks & Recreation program or facility reservation.

## Adopt a Park, Trail or Street in West Des Moines!

Are you tired of seeing trash in a park, on a trail, or along a street near your home? Are you ready to do something about it?

Now you or your local group can adopt one of West Des Moines' parks, trails or streets and help make a difference in your community! Resources needed to accomplish a cleanup will be provided by the City. After your group has officially adopted a park, trail or street, a sign will be placed to recognize your sponsoring group.



For more information or to sign up online, go to <http://www.wdm.iowa.gov/i-want-to/sign-up-for/volunteer-opportunities>.

*Funding for these projects provided by Metro Waste Authority*



Visit us on the web at [www.wdm.iowa.gov](http://www.wdm.iowa.gov)

FALL 2018 • WDMAGAZINE 9

# APPRENTICE LICENSE SURVEY

# Problem Identification

## HIGHLIGHTS & CHANGES

### TRANSPORTING DEER, ELK CARCASS

- DNR regulations prohibit bringing back whole carcasses of deer, elk, moose or caribou into the state from areas where chronic wasting disease (CWD) has been identified, whether they were taken from the wild, free-ranging animals or shot on a hunting preserve. If you take a deer, elk, moose or caribou in a CWD area, you may bring back only the boned out meat, skin (cape) and antlers. Antlers may be attached only to a clean skull plate from which all brain and connective tissue has been removed. Animals taken outside of identified CWD areas may be transported in any manner that is otherwise legal.

### CARRY LICENSE ELECTRONICALLY

- Hunters may carry a copy of their license electronically while in the field. See p. 13.

### DEER SEASON

- No changes for 2016. Seasons, antlerless quotas and buck-only counties during the early muzzleloader and first shotgun season remain the same as last year

### NEW APPRENTICE LICENSE

- Iowans wanting to try hunting without going through hunter education may purchase an apprentice license. This new license allows the apprentice to hunt under the direct supervision of a mentor (age 18 or older) who has a current hunting license and habitat fee. Apprentice licenses may be purchased twice in a lifetime. After that, the hunter must satisfactorily complete a hunter education course in order to obtain a hunting license.

**Dual Residency Not Permitted:** Unless you qualify under 2, 3 or 4 in the previous paragraph, a person shall not purchase or apply for any resident license or permit if that person has claimed residency in any other state or country.

### LICENSES, FEES & STAMPS REQUIRED

Iowa residents 16 years and older, and nonresidents regardless of age, are required to have a valid Hunting License on their person, and have paid all applicable fees and possess all required stamps while hunting game or participating in the hunt. See p. 4. Participation in a hunt includes, but is not limited to, handling firearms or ammunition during the hunt, trying to attract game, driving, flushing, or locating game, and working dogs.

**Wildlife Habitat Fee** - Iowa residents age 16 to 64, and nonresidents regardless of age, who are required to have a Hunting or Furharvester License must pay the Wildlife Habitat Fee to hunt or trap. Residents that have special licenses for the disabled are exempt. See Iowa Code 483A.3, 483A.8C and 483A.4.

**Iowa Migratory Game Bird Fee** - All residents and nonresidents 16 years and older must pay the Iowa Migratory Game Bird Fee to hunt wild geese, brant, ducks, snipe, rail, woodcock, gallinule or coot. The fee must be paid even if a Hunting License is not required.

**Federal Migratory Waterfowl Stamp** - All residents and nonresidents 16 years old and older must have a valid Federal Migratory Waterfowl Stamp (duck stamp) on their person while hunting wild geese and wild ducks. The Stamp must be signed across the face by the hunter. The Stamp is required even if a Hunting License is not required.

**Deer and Turkey Hunters** - Residents and nonresidents who hunt deer or wild turkey must have a valid resident or nonresident Deer or Wild Turkey License on their person while hunting. Residents must also have a valid resident Hunting License and have paid the Habitat Fee if normally required to have them to hunt. All nonresidents must have a valid nonresident Hunting License and have paid the Habitat Fee.

**Furharvester** - Applicants...

needed to hunt furbearers. Coyote and groundhog may be hunted with either a Furharvester License or a Hunting License. Nonresident furharvesters wanting to purchase an Iowa nonresident Furharvester License may do so only if their state of residence also sells a nonresident Furharvester/Trapping License to Iowa residents.

**Apprentice License** - This new license allows the apprentice to hunt under the direct supervision of a mentor (age 18 or older) who has a current hunting license and habitat fee, without completing a hunter education course. Apprentice licenses may be purchased twice in a lifetime. After that, the hunter must satisfactorily complete a hunter education course in order to obtain a hunting license.

**Nonresident Falconry Permit** - All nonresident falconers, regardless of age, who intend to hunt with a bird of prey must purchase and have in their possession a nonresident Falconry Permit, a nonresident Hunting License, and have paid the Habitat Fee. These permits are available wherever hunting licenses are sold or may be purchased online at [www.iowadnr.gov](http://www.iowadnr.gov). Call 515-725-8200 for details.

**The following persons do not need a Hunting License and/or pay certain fees:**

**1a) Residents under 16 years old** who hunt under the direct supervision of their properly licensed parent, guardian, or other competent adult with the consent of the parent or guardian do not need a Hunting License or pay the Habitat or Migratory Game Bird fee. One properly licensed adult must accompany each unlicensed hunter under 16 years old.

**1b) Residents 12 to 15 years old** may hunt without adult supervision, but must have a Hunting License and must have passed a hunter education course (see p. 8 for hunter education training requirements).

**Persons exempted under 1a) or 1b) must have a Deer and Wild Turkey Hunting License to hunt deer and wild turkey.**

**2) Military personnel that qualify as a resident of Iowa** that are on active duty with

# Apprentice License



This license allows hunters age 16 and older to bypass the hunter education requirement for purchasing a hunting license while they hunt under the direct supervision of a licensed hunter. They may purchase the apprentice hunting license up to two times without having completed hunter education. Both the resident and nonresident licenses include the hunting and habitat fee.

Customer Fee to Purchase:

- Resident License- \$30.00
- Nonresident License - \$123.00

# Who Purchased in 2017?



89% Resident (891)

68% male (686)

Average age- 25

244 (24%) age 16-17

307 (31%) age 25-35

**\$39,768 in sales**

**997 licenses sold**

# Who Purchased in 2016?

87% Resident

69% male (659)

Average age- 24

255 (27%) age 16-17

293 (31%) age 25-35

**\$40,095 in sales**

**949 licenses sold**



# 2017 Apprentice License Survey



- 997 surveys sent out
  - 106 non-resident, 891 resident
- 111 completed surveys
  - 11% return rate
  - 62 returned undeliverable

(9/1/2018)

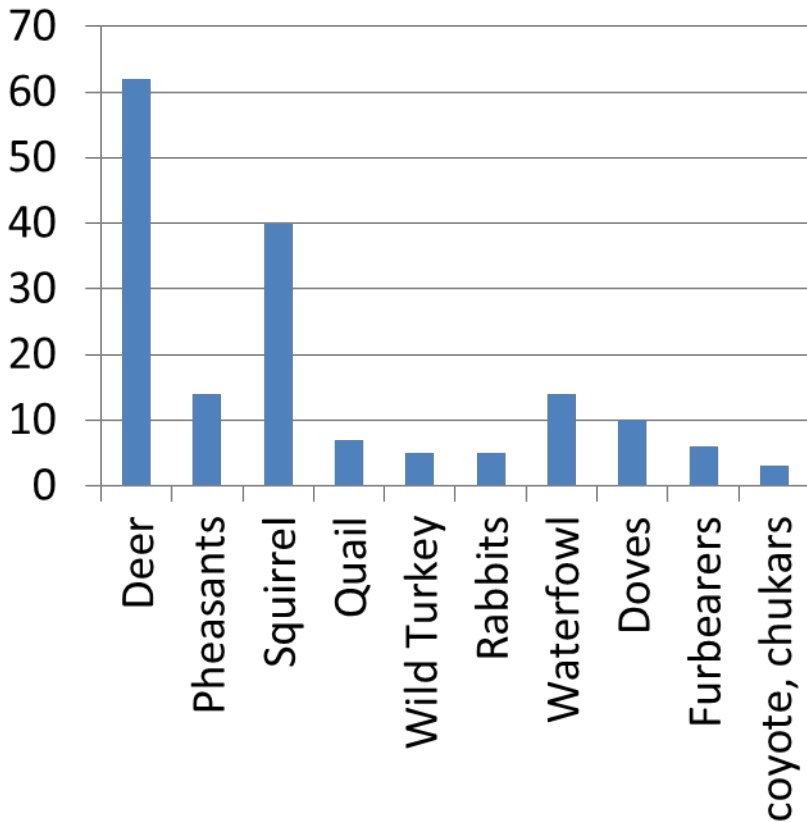


# Initial Results

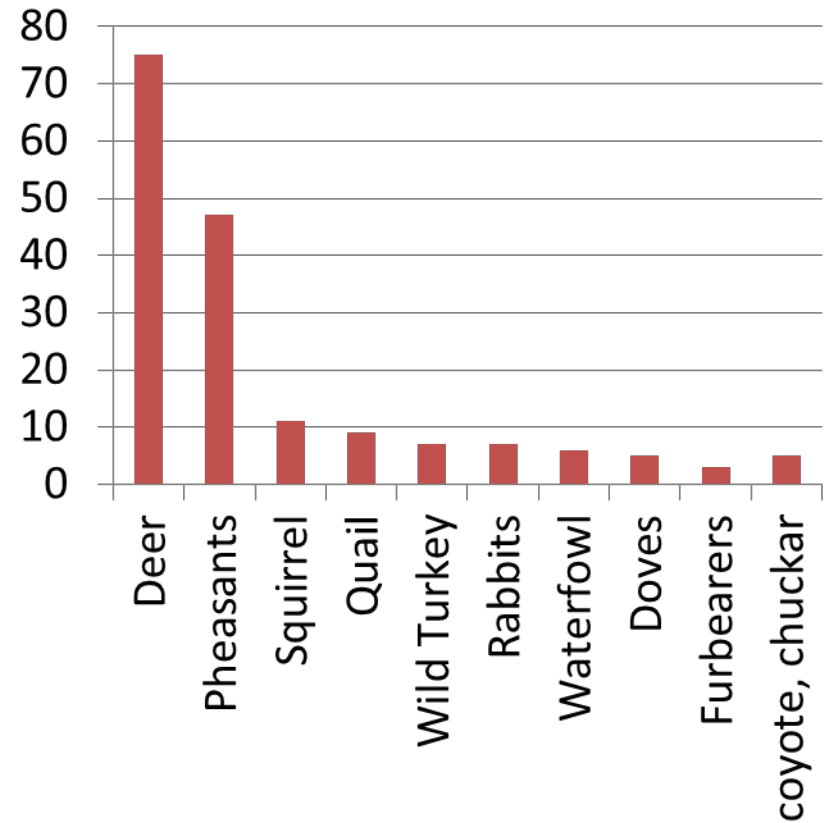
- 160 customers bought Apprentice License in 2016 & 2017
- 57% of respondents learned of the Apprentice Hunting License via word of mouth
- 60% of respondents purchased their license themselves, 20% were purchased by their fathers
- 68% of respondents come from a family who currently hunts
  - 13% have no former or current hunters in their family
- Regardless of whether they harvested any game approximately 81% of apprentice hunters indicated that their hunting experience had been ‘very enjoyable’ to ‘extremely enjoyable’.

# Species Hunted by Apprentice License Holders

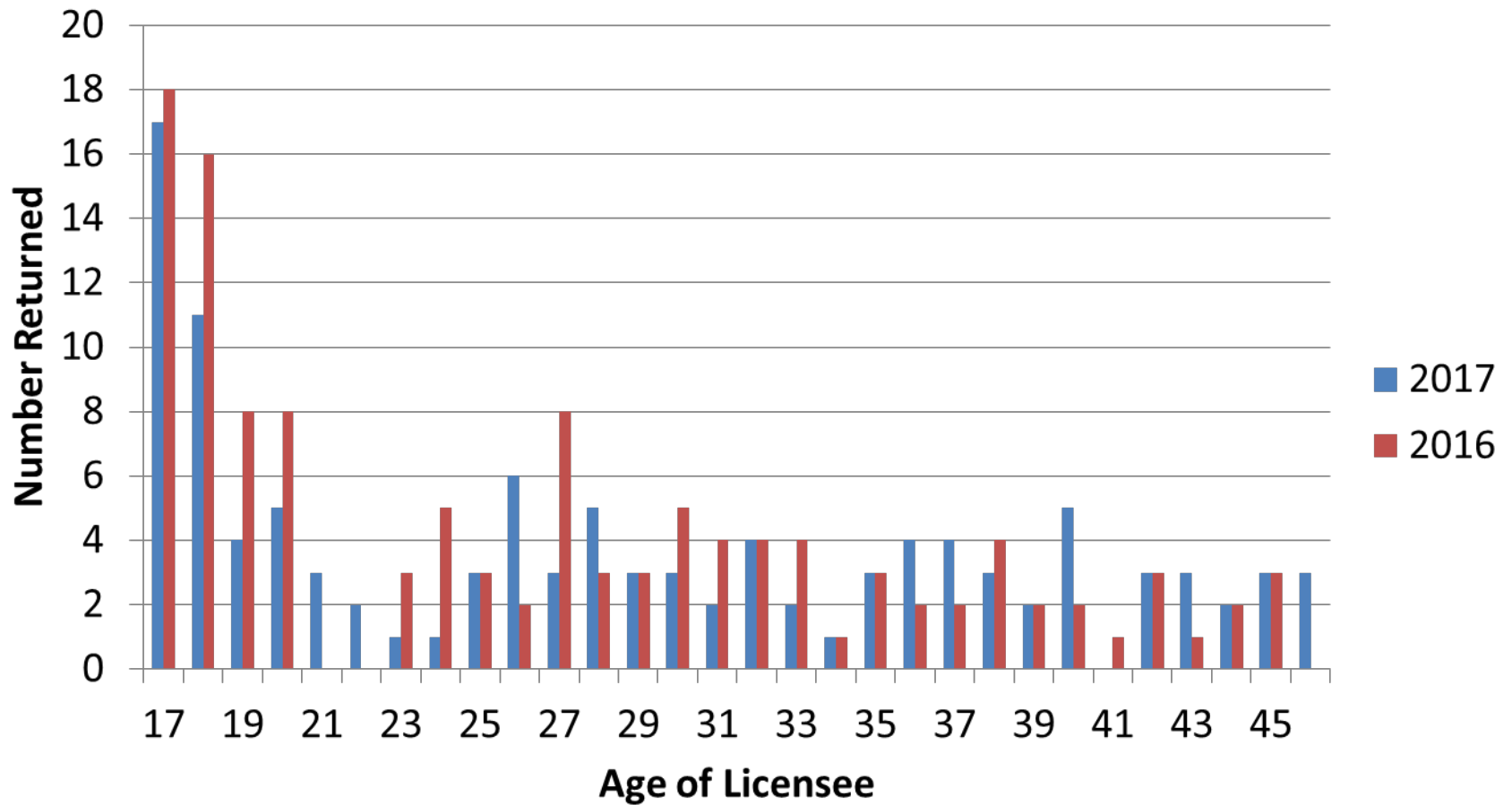
2017



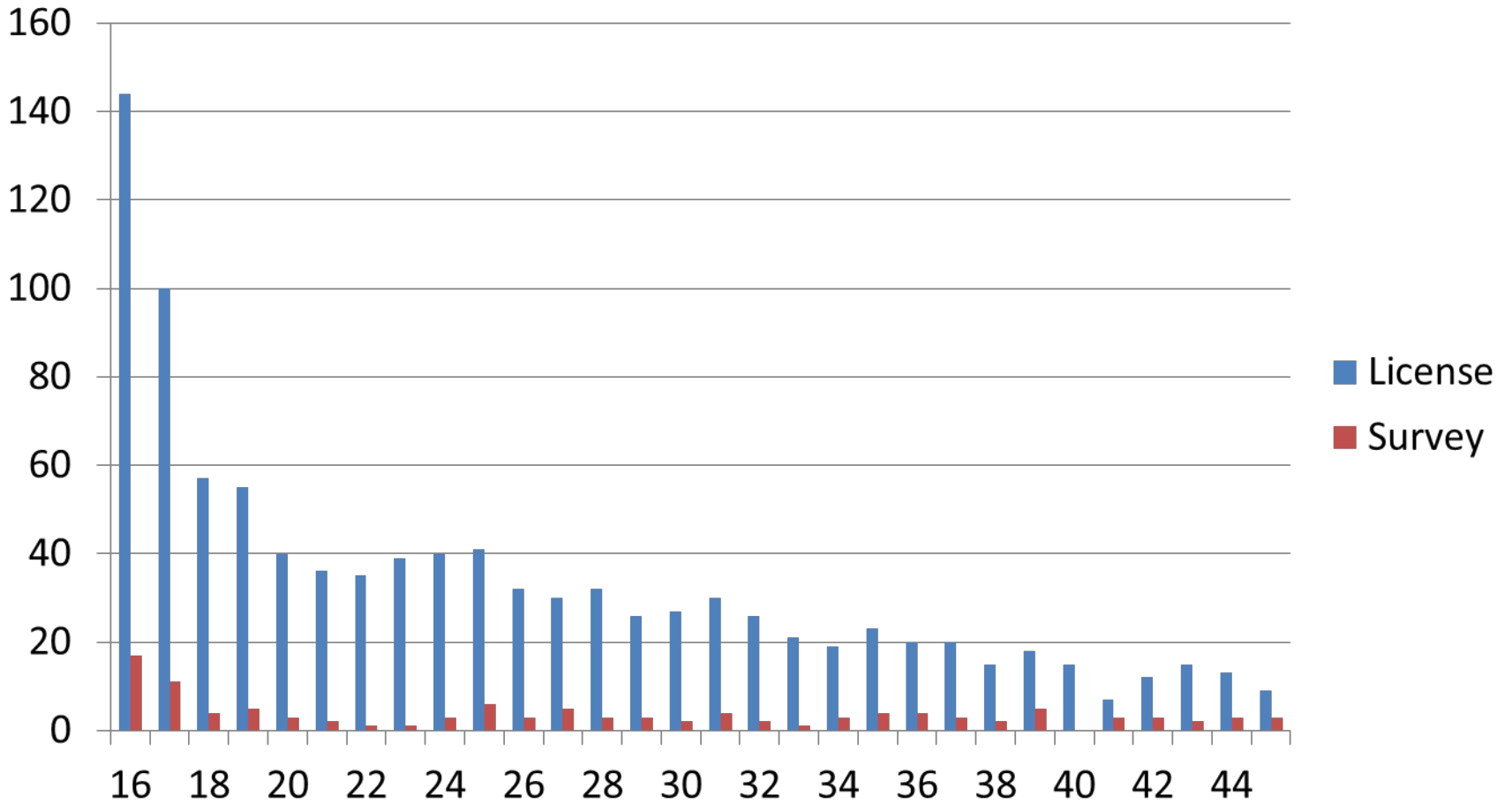
2016



# 2016 & 2017 Apprentice Survey Results



# 2017 Apprentice Licenses Sold vs Completed Survey



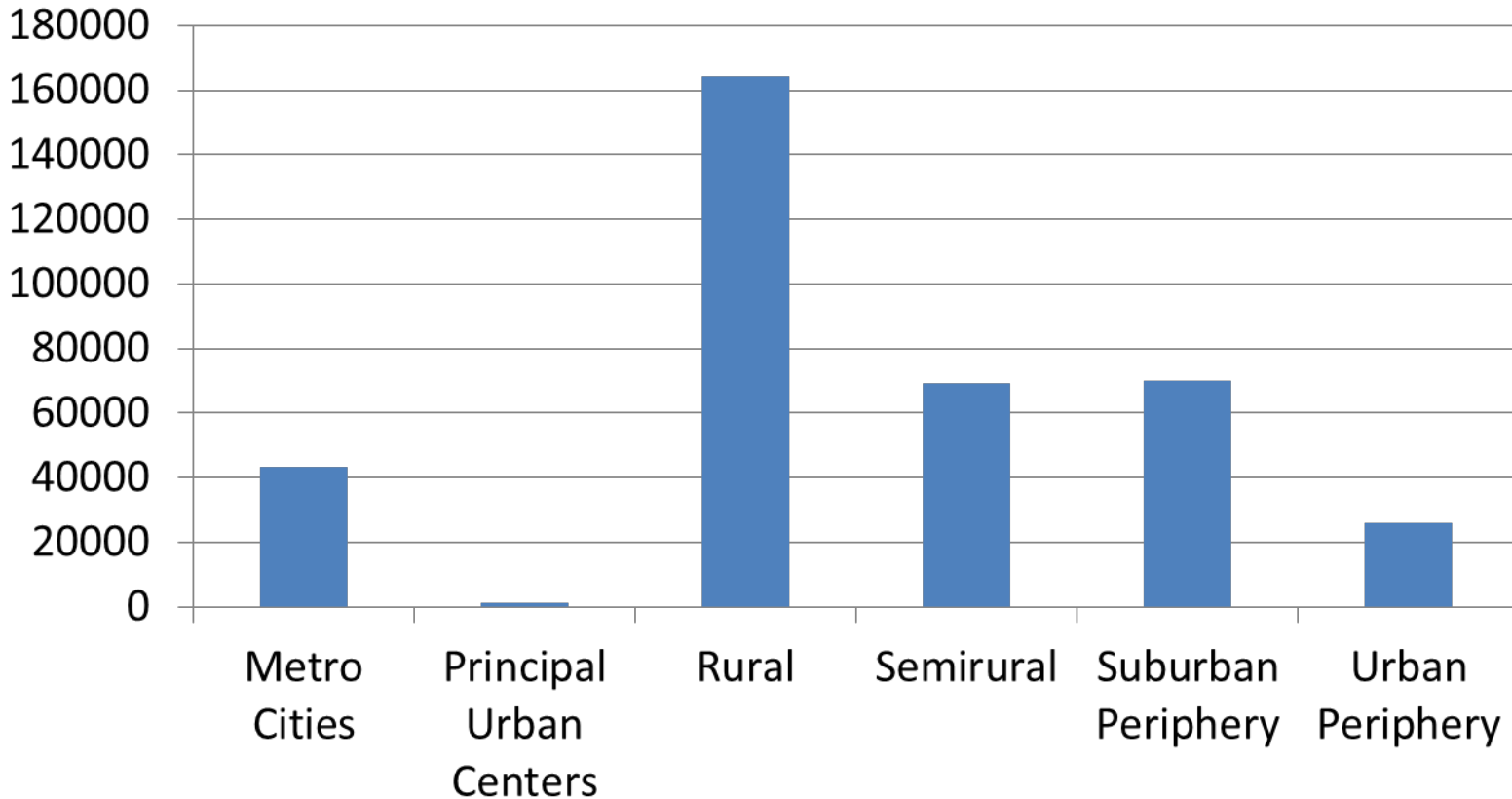
# HUNTING TAPESTRY DATA

# Iowa Hunting Tapestry

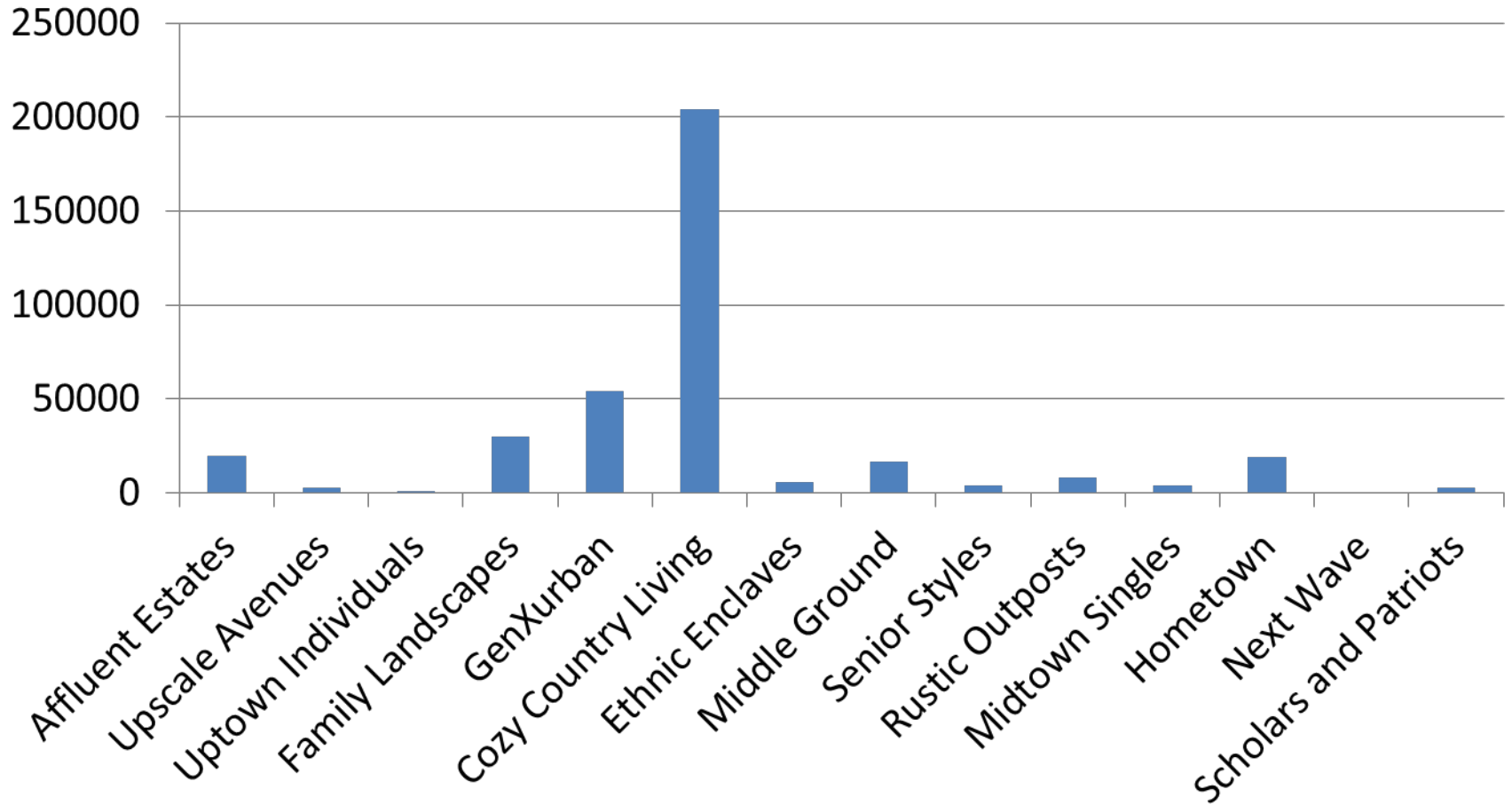
- Partnership with Southwick & Associates
- 374,073 unique hunters over a period of 5 year (2011-2015)
- ERSI Tapestry Segmentation
  - Urbanization
  - Life Mode
  - Demographics
    - Classifies neighborhoods into 67 unique segments



# Urbanization of Iowa Hunters

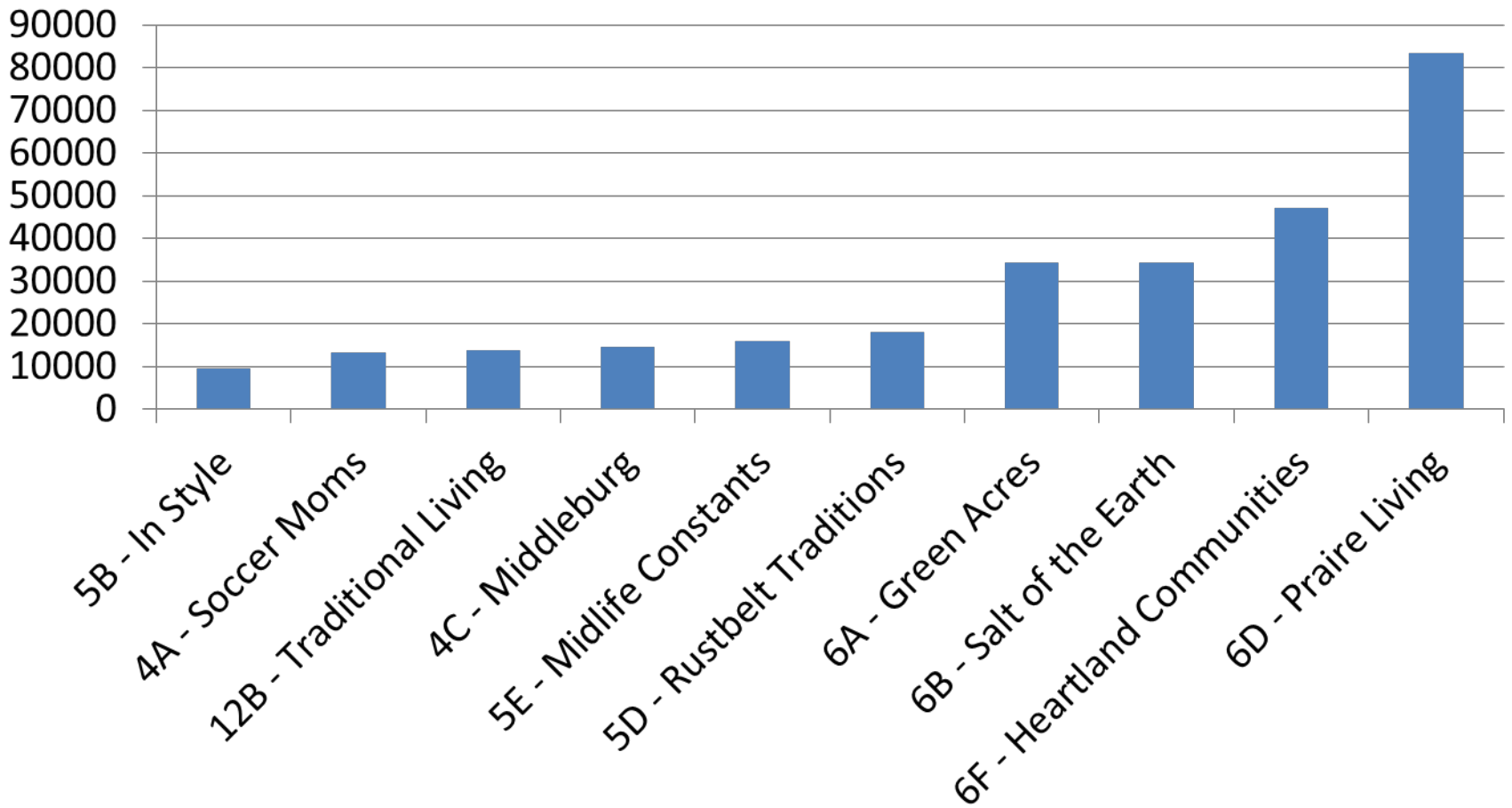


# Life Mode of Iowa Hunters





# Top 10 Segmentations of Iowa Hunters



# RECAP - WHAT'S NEXT?

# Building R3

- Awareness-Knowledge/Trial-Identification - Outreach - Education - Marketing
- Access - physical sites, proximity, safety
- Support - social networks, encouragement, reminders, etc.



# What Now?

Based on what you learned, conversations you had today, what do you want to do when you leave here?

As a group - divide by organization/agency or interest, list:

What do you want to do in the next...

- Week
- Month
- Year

