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.
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
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

- Walking: 86%, 88%, 85%
- Picnicking, BBQing, or cooking out: 84%, 83%, 82%
- Driving for pleasure: 52%, 54%, 60%
- Boating: 44%, 41%, 52%
- Family-oriented outdoor activities (Other than BBQing etc.): 41%, 44%, 44%
- Fishing: 89%, 39%, 50%
- Swimming: 38%, 42%, 46%
- Camping: 38%, 41%, 43%
- Hiking: 39%, 43%, 43%
- Jogging or running: 38%, 38%, 33%
Top 10 Outdoor Activities Iowans Participated in the Last 2 Years

<table>
<thead>
<tr>
<th>Rural</th>
<th>Small Town</th>
<th>Suburban</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking – 81%</td>
<td>Walking – 89%</td>
<td>Walking – 90%</td>
<td>Walking – 86%</td>
</tr>
<tr>
<td>Picnicking, barbecuing or cooking out – 80%</td>
<td>Picnicking, barbecuing or cooking out – 86%</td>
<td>Picnicking, barbecuing or cooking out – 80%</td>
<td>Picnicking, barbecuing or cooking out – 85%</td>
</tr>
<tr>
<td>Driving for Pleasure – 59%</td>
<td>Driving for Pleasure – 53%</td>
<td>Jogging or running – 53%</td>
<td>Driving for Pleasure – 54%</td>
</tr>
<tr>
<td>Camping – 52%</td>
<td>Fishing – 44%</td>
<td>Fishing – 44%</td>
<td>Family oriented activities – 50%</td>
</tr>
<tr>
<td>Fishing – 49%</td>
<td>Camping – 42%</td>
<td>Camping – 42%</td>
<td>Hiking – 47%</td>
</tr>
<tr>
<td>Family oriented outdoor activities - 43%</td>
<td>Family oriented outdoor activities - 40%</td>
<td>Swimming in public outdoor pools – 47%</td>
<td>Jogging or running – 41%</td>
</tr>
<tr>
<td>Hiking – 38%</td>
<td>Hiking – 40%</td>
<td>Swimming in natural waters – 43%</td>
<td>Using trails for physical fitness – 39%</td>
</tr>
<tr>
<td>ATVing – 34%</td>
<td>Jogging or running – 37%</td>
<td>Swimming in public outdoor pools – 32%</td>
<td>Bicycling activities apart from mountain biking – 36%</td>
</tr>
<tr>
<td>Using trails for physical fitness – 34%</td>
<td>Using trails for physical fitness – 34%</td>
<td>Using trails for physical fitness – 34%</td>
<td>Using trails for physical fitness – 39%</td>
</tr>
<tr>
<td>Target shooting with a gun – 31%</td>
<td>Swimming in public outdoor pools – 32%</td>
<td>Camping – 33%</td>
<td>Camping – 29%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Swimming in natural waters – 43%</td>
<td>Fishing – 28%</td>
</tr>
</tbody>
</table>
Shooting, Archery and Hunting

Multiple Responses Allowed

- Shooting, archery, and hunting: 45%
- Target shooting with a gun: 37%
- Target shooting with a rifle: 28%
- Target shooting with a handgun: 29%
- Hunting: 24%
- Shooting with a bow and arrow: 21%

Legend:
- Eastern (n=344)
- Central (n=335)
- Western (n=332)
Fishing Activities

- Fishing: 39%
- Lake fishing, not including pond fishing: 24%
- Fishing from the shore of any lake, pond, river or stream: 22%
- Pond fishing: 19%
- Fishing from a boat: 19%
- Stream or river fishing other than trout: 15%
- Trout stream fishing: 8%

Eastern (n=344)
Central (n=335)
Western (n=332)
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

- Family-oriented outdoor activities
- Walking
- Driving for pleasure
- Camping
- Fishing
- Hiking
- Swimming
- Using trails for physical fitness
- Jogging or running
- Other bicycling activities

Multiple Responses Allowed

Percent

Eastern (n=344)  Central (n=335)  Western (n=332)
## 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

<table>
<thead>
<tr>
<th>Rural</th>
<th>Small Town</th>
<th>Suburban</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stream or river fishing – 3%</td>
<td>Canoeing or kayaking – 4%</td>
<td>Canoeing or kayaking – 7%</td>
<td>Horseback Riding – 5%</td>
</tr>
<tr>
<td>Hunting – 3%</td>
<td>Horseback riding – 3%</td>
<td>Horseback riding – 6%</td>
<td>Hiking – 4%</td>
</tr>
<tr>
<td>Golf – 3%</td>
<td>Walking – 2%</td>
<td>Camping in a tent – 5%</td>
<td>Point-point water trail recreation – 4%</td>
</tr>
<tr>
<td>Canoeing or kayaking – 3%</td>
<td>ATVing – 2%</td>
<td>Target shooting with a bow and arrow – 4%</td>
<td>Hunting – 4%</td>
</tr>
<tr>
<td>Bicycling activities apart from mountain biking – 2%</td>
<td>Fishing from a boat – 2%</td>
<td>Mountain biking – 3%</td>
<td>Bicycling activities apart from mountain biking – 3%</td>
</tr>
<tr>
<td>Camping in a tent – 2%</td>
<td>Camping in a tent – 2%</td>
<td>Soccer – 3%</td>
<td>Tennis – 2%</td>
</tr>
<tr>
<td>Fishing from a boat – 2%</td>
<td>Motorboating – 2%</td>
<td>Hiking – 3%</td>
<td>Canoeing or Kayaking – 2%</td>
</tr>
<tr>
<td>Snowmobiling – 2%</td>
<td>Outdoor or wildlife photography – 2%</td>
<td>Tennis – 3%</td>
<td>Mountain Biking – 2%</td>
</tr>
<tr>
<td>Hiking – 2%</td>
<td>Target shooting with a bow and arrow – 2%</td>
<td>Trout stream fishing – 2%</td>
<td>Using trails for physical fitness – 2%</td>
</tr>
<tr>
<td>Mountain biking – 2%</td>
<td>Golf – 2%</td>
<td>ATVing – 2%</td>
<td>Using a personal watercraft or jet ski – 2%</td>
</tr>
</tbody>
</table>

IOWA DEPARTMENT OF NATURAL RESOURCES
CHUCK GIPP, DIRECTOR
Interested In Shooting, Archery and Hunting

Multiple Responses Allowed

- Target shooting with a gun
  - Eastern (n=344): 24%
  - Central (n=335): 28%
  - Western (n=332): 34%

- Target shooting with a rifle
  - Eastern (n=344): 19%
  - Central (n=335): 20%
  - Western (n=332): 26%

- Hunting
  - Eastern (n=344): 20%
  - Central (n=335): 18%
  - Western (n=332): 25%

- Target shooting with a handgun
  - Eastern (n=344): 17%
  - Central (n=335): 21%
  - Western (n=332): 24%

- Shooting with a bow and arrow
  - Eastern (n=344): 14%
  - Central (n=335): 13%
  - Western (n=332): 23%
Interested in Fishing Activities

- Fishing: Eastern (n=344) - 41%, Western (n=332) - 50%
- Lake fishing, not including pond fishing: Eastern (n=344) - 37%, Western (n=332) - 41%
- Fishing from the shore of any lake, pond, river, or stream: Eastern (n=344) - 31%, Western (n=332) - 33%
- Pond fishing: Eastern (n=344) - 28%, Western (n=332) - 25%
- Fishing from a boat: Eastern (n=344) - 24%, Western (n=332) - 28%
- Stream or river fishing other than trout: Eastern (n=344) - 18%, Western (n=332) - 16%
- Trout stream fishing: Eastern (n=344) - 7%, Western (n=332) - 8%

Multiple Responses Allowed

IOWA DEPARTMENT OF NATURAL RESOURCES
CHUCK GIPP, DIRECTOR
Reasons Iowans Participate

- For fun / relaxation: 47%
- To be close to nature / enjoy scenery: 45%
- To be with family: 38%
- To stay in shape / exercise: 29%
- To be with friends: 18%
- For my mental well being: 15%
- For the challenge: 5%
- Other: 3%
- Do not know: 3%

Percent (n=585)
What Keeps Iowans from Participating

- Not enough time: 39
- Not enough opportunities for the activity: 19
- Cost of equipment / start-up costs: 18
- Health / age: 13
- Hard to find information about where to go: 7
- Did not have interest in participating in the past 2 years: 6
- Cost to participate: 5
- No one to go with: 4
- Lack of interest / laziness / just didn’t get to it: 4
- Weather: 4
- Distance / travel time: 4
- Bad water or air quality / pollution / litter: 2
- Gas prices: 2
- Nobody to go with: 2
- Disrepair / bad quality of facilities: 1
- Lack of game or fish / lack of good habitat: 1
- Just moved into state: Less than 0.5
- Insects / ticks: Less than 0.5

Combined results of two questions that were asked regarding respondent’s top two activities.
Priorities for Outdoor Recreation in Iowa

1. Increasing access for natural water-based recreation opportunities, such as swimming, boating, fishing, and wildlife viewing.
   - High priority: 48%
   - Medium priority: 39%
   - Low priority: 8%
   - Others: 2%

2. Acquiring open space, such as greenbelts and buffers to urban development, for outdoor recreation activities.
   - High priority: 47%
   - Medium priority: 37%
   - Low priority: 9%
   - Others: 6%

3. Building park and recreation facilities, such as playgrounds and ballfields for activities like basketball, soccer, football, and baseball.
   - High priority: 46%
   - Medium priority: 39%
   - Low priority: 11%
   - Others: 4%

4. Acquiring natural areas for outdoor recreation activities, that is, areas that have few manmade features.
   - High priority: 45%
   - Medium priority: 42%
   - Low priority: 8%
   - Others: 3%

5. Acquiring wetland areas.
   - High priority: 37%
   - Medium priority: 38%
   - Low priority: 19%
   - Others: 6%

* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.
VALUE OF OUTDOOR RECREATION
Outdoor Recreation’s Economic Impact

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

- Real GDP: Outdoor Recreation Economy 1.7%, U.S. Economy 1.6%
- Real Gross Output: Outdoor Recreation Economy 2.5%, U.S. Economy 1.8%
- Compensation: Outdoor Recreation Economy 4.3%, U.S. Economy 2.7%
- Employment: Outdoor Recreation Economy 2.3%, U.S. Economy 1.4%
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
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/FISHLOCAL

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.
Community Fishing Atlas
Community Fishing on Social Media

City of Ankeny - Government
Jul 30 at 10:09am
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

City of Johnston Government
Jul 1 at 2:23pm
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.

City of Pleasant Hill, Iowa
Jul 1 at 5:03am
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

The Des Moines Register
Jun 30 at 11:42pm
Little Freddy the Goldfish can grow into a large nuisance if dumped into a pond or lake.

Waukee Betterment Foundation
Aug 3 at 9:09am
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.

Fisherpeople, rejoice!
Waukee Parks and Recreation
May 17 at 1:53pm
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!
# Facebook Live Fishing Stats

<table>
<thead>
<tr>
<th>Location</th>
<th>Waterbody</th>
<th>Topic</th>
<th>Date</th>
<th>Host(s)</th>
<th>People Reached</th>
<th>Video Views</th>
<th>% Viewed</th>
<th>Reactions</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bondurant</td>
<td>Lake Petocka</td>
<td>Trout Stocking</td>
<td>10/21/2016</td>
<td>Dodd &amp; Malaise</td>
<td>57,452</td>
<td>7,484</td>
<td>13</td>
<td>424</td>
<td>92</td>
</tr>
<tr>
<td>Booneville</td>
<td>Badger Creek</td>
<td>Ice-Bluegill</td>
<td>1/18/2017</td>
<td>Stubbs &amp; Arthur</td>
<td>352,911</td>
<td>12,779</td>
<td>4</td>
<td>545</td>
<td>148</td>
</tr>
<tr>
<td>Osceola</td>
<td>Q Pond</td>
<td>Bluegill</td>
<td>5/24/2017</td>
<td>Larscheid</td>
<td>51,155</td>
<td>12,342</td>
<td>24</td>
<td>548</td>
<td>138</td>
</tr>
<tr>
<td>Bondurant</td>
<td>Lake Petocka</td>
<td>Trout Stocking</td>
<td>10/27/2017</td>
<td>Stubbs, Otting, Schnitzler</td>
<td>87,538</td>
<td>30,375</td>
<td>35</td>
<td>1,105</td>
<td>170</td>
</tr>
<tr>
<td>Clear Lake</td>
<td>Clear Lake</td>
<td>Ice-Yellow Bass</td>
<td>3/1/2018</td>
<td>Stubbs &amp; Arthur</td>
<td>73,603</td>
<td>49,137</td>
<td>67</td>
<td>962</td>
<td>242</td>
</tr>
<tr>
<td>Ankeny</td>
<td>Vintage Pond</td>
<td>Urban-Crappie</td>
<td>5/24/2018</td>
<td>Stubbs &amp; Arthur</td>
<td>22,051</td>
<td>11,146</td>
<td>51</td>
<td>462</td>
<td>136</td>
</tr>
<tr>
<td>Des Moines</td>
<td>State Fair</td>
<td>Fish Cleaning/Cooking</td>
<td>8/17/2018</td>
<td>Sleeper, Hupfeld Bowman</td>
<td>17,501</td>
<td>5,209</td>
<td>30</td>
<td>153</td>
<td>34</td>
</tr>
<tr>
<td>Des Moines</td>
<td>State Fair</td>
<td>Turtles</td>
<td>8/18/2018</td>
<td>Bowman</td>
<td>26,986</td>
<td>8,737</td>
<td>32</td>
<td>337</td>
<td>62</td>
</tr>
</tbody>
</table>

*Facebook algorithm changed in April 2018

<p>| | | | | | | | | | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>708,990</td>
<td>144,976</td>
<td>4,865</td>
<td>1,105</td>
<td></td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>78,777</td>
<td>16,108</td>
<td>33</td>
<td>541</td>
<td>123</td>
</tr>
</tbody>
</table>
Community Fishing Program:
Fishing in West Des Moines

Tyler Stubb - Community Fishing Biologist, Iowa Department of Natural Resources

To keep up with 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 largest and more diverse cities. According to the last US Census Survey in 2010, 69 percent of Iowans were considered urban, and the trend has continued upward since then. Additionally, around 36 percent of Iowa anglers are considered urban. So, it makes sense to have 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, 2700 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, offers 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, spinners, 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 Lane. Parkway next to the West Des Moines Library and City Hall. This pond is home to recently introduced 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/fishing. Learn tips and techniques to successfully catch these different species at http://www.iowadnr.gov/Fishing/Tips-How-To/How-to-Fish-

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.
- 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.

Visit us on the web at www.wdm.ia.gov
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 old, 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.3B, and 48SA.

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. All nonresidents must have a valid nonresident Hunting License and have paid the Habitat Fee.

The following persons do not need a Hunting License and/or pay certain fees:
1a) Residents under 18 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**
- Deer: 70
- Pheasants: 10
- Squirrel: 40
- Quail: 10
- Wild Turkey: 10
- Rabbits: 10
- Waterfowl: 10
- Doves: 10
- Furbearers: 10
- Coyote, chukars: 10

**2016**
- Deer: 80
- Pheasants: 30
- Squirrel: 20
- Quail: 20
- Wild Turkey: 20
- Rabbits: 20
- Waterfowl: 20
- Doves: 20
- Furbearers: 20
- Coyote, chukar: 20
2016 & 2017 Apprentice Survey Results

Number Returned vs Age of Licensee
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 years (2011-2015)
- ERSI Tapestry Segmentation
  - Urbanization
  - Life Mode
  - Demographics
    - Classifies neighborhoods into 67 unique segments
Urbanization of Iowa Hunters

- Metro Cities
- Principal Urban Centers
- Rural
- Semirural
- Suburban Periphery
- Urban Periphery

The graph shows a significant increase in urbanization of hunters in rural areas compared to other categories.
Life Mode of Iowa Hunters
Top 10 Segmentations of Iowa Hunters

- 5B - In Style
- 4A - Soccer Moms
- 12B - Traditional Living
- 4C - Middleburg
- 5E - Midlife Constants
- 5D - Rustbelt Traditions
- 6A - Green Acres
- 6B - Salt of the Earth
- 6F - Heartland Communities
- 6D - Prairie Living
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