IOWA DEPARTMENT OF NATURAL RESOURCES

LEADING IOWANS IN CARING FOR OUR NATURAL RESOURCES

R3 Task Force Committee Report
Rachel Alliss
Hunting and Shooting Sports Outreach and Planning Coordinator
Access Committee

Strategically increase public access near urban areas based on recreational capacity research.

- Would more acres near urban areas increase license sales?
- Do current hunters near urban areas already feel crowded?
- Do hunters in rural areas feel crowded?
- Does this change according to species pursued?
Mentoring Committee

Increase the number of mentor trainings and the variety of their locations.

- How do we replicate more trainings statewide?
- Should we consider online module similar to Hunter Ed?

Create an incentive program to include industry partners (gear) and special access opportunities.

- How can we engage industry to provide gear?
- How can we identify special access opportunities for mentors?
Fishing Access Committee

Increase access to water trails (Kayaks and Anglers)

Stockings of additional fish species

Increase ADA accessible areas

Increase trash receptacles
  • Schedule trash pick-up days for groups?

Vegetation Control
Understanding Customers Committee

What is Carrying Capacity?
• Are we there? What number of Hunters/Anglers is the goal?
• How many public lands are needed?
• What is our hunter/angler density?
• Does the public land available offer what the users want in specific areas? – i.e. is there waterfowl hunting areas near areas with a lot of waterfowlers?

What is crowding?
• Does it differ between urban and rural hunters/anglers?
• Does it look different between hunting and fishing?
• Is land being bought for the right need - duck hunting vs. upland hunting - and is it being bought in the right area? urban counties vs. rural counties
Create a FAQ Sheet for partners with answers to common questions

- Compile common questions and answers from DNR phone center
  - i.e. straight wall cartridge, residency, license requirements answers.

Mandatory survey questions to online purchasers.

- Some vendors don’t ask the questions (i.e. waterfowl survey)
- Georgia attempted to use this to evaluate regulation changes.
- Biased, but would be good information to build on.
Understanding Customers Committee

Implement specific R3 objectives for individual state parks, recreational areas, cities, lakes, etc.

Limited research sharing between R3 groups and Human Dimensions research groups
  • How do we improve communication between R3 and Research

R3 specific options for hunting and fishing (restructuring zones)
  • i.e. Waterfowl Management Zones, Paddlefish tags
  • Species plans (Small Game, various fish species)
R3 Outreach Committee

Prioritize Target Audiences

Understand Audiences
  • Provide guidance / tools for partners to gather information

Communicate with Recreationists
  • Promote diversity
  • Cross promote
  • Use license data / system

New initiatives
  • Expanded outdoor partners
  • First Catch Center
  • Outdoor recreation for all Iowa youth during the school day.
Marketing & Communications Committee

- Take it Outside Brand Refresh
- 2020 Shared Campaign Concept
- R3 Practitioner Planning Form
- Network/Cross Promotion Resource Document
- Evaluation/Metrics Resource Document
- R3 Quarterly Newsletter
- Product/Informational End-Caps
Hunting and Fishing Foundation Committee

There is interest in a foundation to support R3 hunting and fishing initiatives
  • Who else needs to be at the table?
  • Ensure focus is on R3 initiatives

What does this organization provide that is not already being provided by another entity?

Should this organization focus on more than just hunting and fishing?

What are the core functions of the organization?

Capstone project at Drake University in Spring 2020