



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 hunter 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

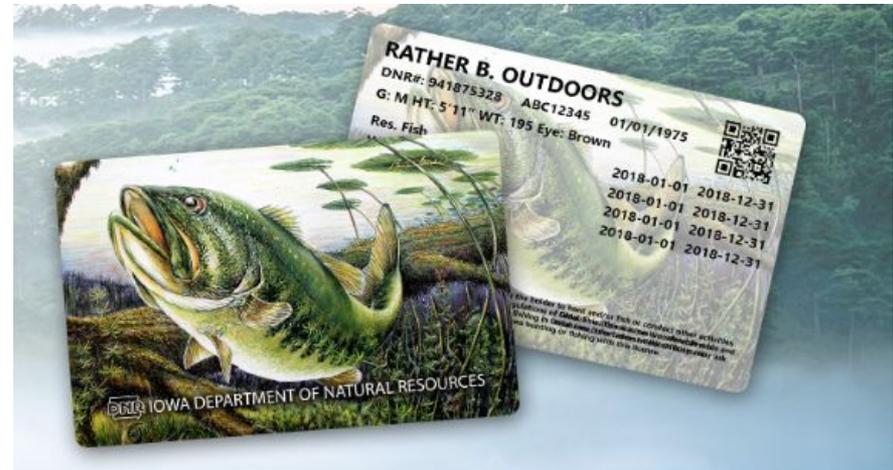
Understanding Customers Committee

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

Take it
Outside

Trout and bluegill are easy to catch, and you can use the same gear to catch them both.

Rainbow Trout
Trout are the most popular game fish in Oregon because they're found in many lakes, ponds and rivers. They're fun and exciting to catch (often jumping out of the water and/or throwing and landing items, only in a some methods. Use to manage they're excellent table fare.

Bluegill
Bluegill are found in ponds and lakes throughout Oregon, and are the focus of his books. They're fun to catch in streams, so once you find one you're kept to that area. And when they're hooked they put up an impressive fight that makes them small but certainly fun to catch (and to eat!).

There's more places to fish than you might think!

Catching trout and bluegill is easy using these methods.

Fishing with a bobber and bait
This is a simple method for catching trout and bluegill. It involves using a bobber to keep your bait at a certain depth in the water. When a fish bites, the bobber will float up and you'll know it's time to reel in your catch.

Fishing with a spinner lure
Spinners are a popular lure for catching trout and bluegill. They're easy to use and can be used in a variety of ways. Just cast the spinner into the water and let it spin. The lure will attract fish and you'll know it's time to reel in your catch.

Fishing with a topwater lure
Topwater lures are a great way to catch trout and bluegill. They're easy to use and can be used in a variety of ways. Just cast the lure into the water and let it float on the surface. The lure will attract fish and you'll know it's time to reel in your catch.

Fisherman's Read - Oregon Division of Fish & Wildlife

What do I need?

- Fishing License (if you are older than 13), available at this store or online.
- Fishing Rod & Reel, tackle and bait. The gear in this display was selected because it's easy and it works!
- A copy of the Sport Fishing Regulations.

Is there other help available?

ODFW has several great tools for anglers of all levels. Every angler should take advantage of these free resources designed to help you catch more fish.

- ODFW Website and ODFW Facebook Page - Great resources for current information and tips to keep you engaged.
- Fish Stocking Schedules - Find out when & where trout are being stocked.
- Weekly Recreation Report - Weekly updates from field biologists on the best fishing opportunities throughout the state.

www.dfw.state.or.us

OREGON
Fish & Wildlife

www.dfw.state.or.us

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

