



# IOWA DEPARTMENT OF NATURAL RESOURCES

---

LEADING IOWANS IN CARING FOR OUR NATURAL RESOURCES

State of the State Report  
Megan Wisecup  
State R3 Coordinator

# R3 in Iowa

- In 2011 Iowa participated in their first regional R3 meeting.
- In 2014-2015 DNR staff began attending various statewide meetings to begin discussing R3.
- In 2016, over 70 individuals representing Iowa conservation-based agencies, NGOs and industry partners came together to begin discussing current trends and needs in regards to getting more Iowans outdoors recreating.
- In Spring 2017, through a collaborative process involving several committees and facilitators, several strategies and actions were identified.
- In Fall 2017, Iowa's R3 Plan was presented and implementation began.
- In Fall 2018, Iowa hosted its 3rd R3 Summit.
- In Spring 2019, Iowa formed its R3 Task Force.



# What is Our Ultimate Goal

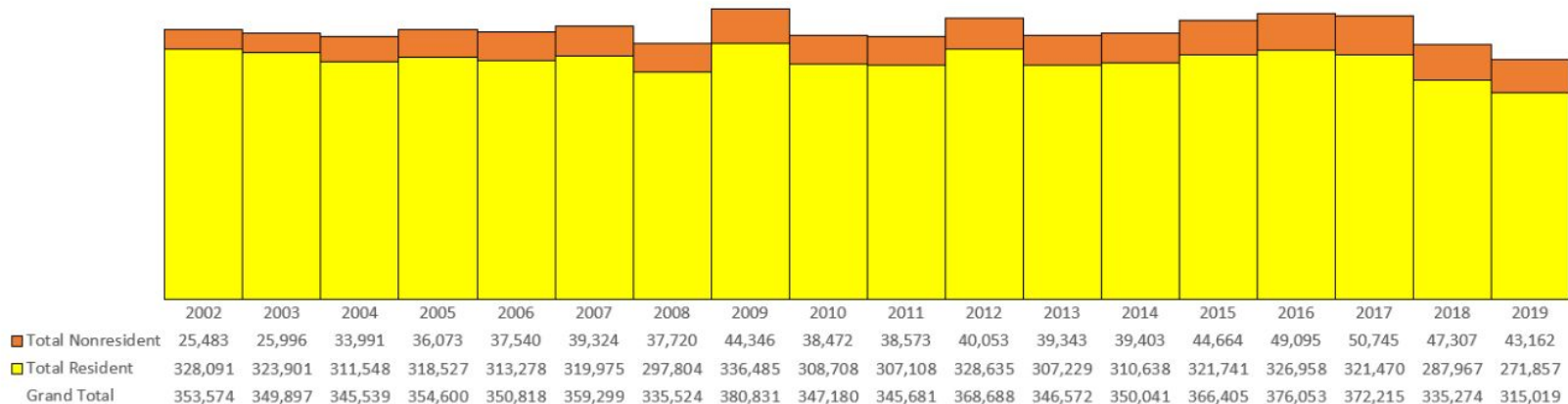
- The ultimate goal of Iowa's R3 Action Plan is to increase participation in outdoor recreation in Iowa.
- How do we get it done?
  - Commitment of Organizations
  - Increase Capacity & Focus Approach
  - Continual Education & Evolution



# Current Participation Trends

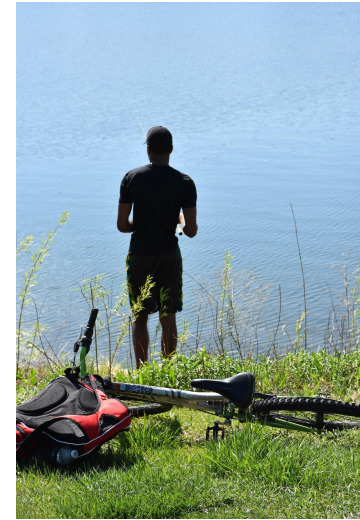
- Fishing Participation
- Hunting Participation
- Trapping Participation
- Recreational Shooting Participation

Fishing License Sales 2002-2019 (To Date)



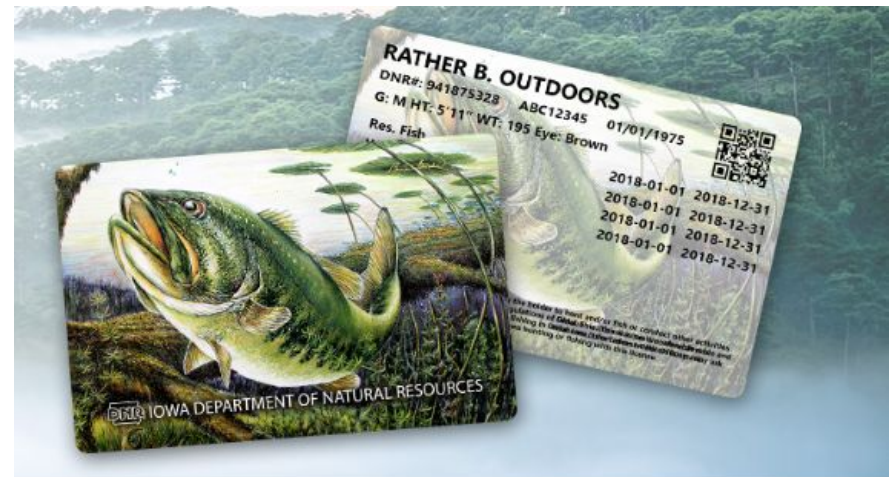
# License Fee Increase

- In 2018, Legislature passed a bill, signed by the Governor, that shifted the authority to the Iowa Department of Natural Resources and the Natural Resource Commission. Any proposed fee increase would be subject to review by the ten member bipartisan Administrative Rules Review Committee before enhancement.
- In August 2018, the DNR took in public comments on a proposed \$3 fee increase for both hunting and fishing licenses. This would be the first increase in the price of an annual resident hunting license since 2002 and of an annual fishing license since 2004.
- In Fall of 2018, the NRC approved the General License Regulations amendments giving the Department its first fee increase in over a decade.



# New License System - Go Outdoors Iowa

- Launched in February 2019
- Public User Benefits
  - log-in to their customer profile from anywhere with a cellular/internet connection
  - edit customer details
  - purchase new licenses
  - reprint licenses
  - set up license auto-renew
  - report a harvest
  - submit quota hunt applications.
- Go Outdoors Iowa app
  - free
  - view hunting regulations
  - view current sunrise/sunset times.
- Collectible hard card available for purchase
- DNR Benefits

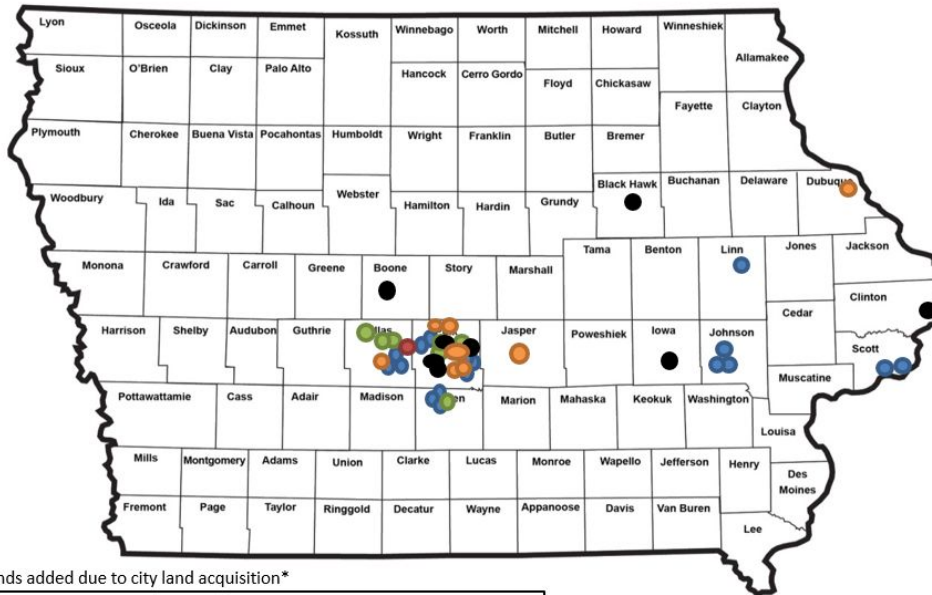


# Public Access Highlights

- An additional 400 acres in Harrison and Cass Counties were enrolled in to IHAP as part of the Southwest Iowa Communities for Pheasants and Farming Initiative. Bringing the total acres enrolled to over 1500 acres since March of 2018.
- Iowa Natural Heritage Foundation is working with other partners (DNR, NGOs) to secure over 5000 acres across the state over the next several months.
- U.S. Department of Interior recently announced a historic, 1.4 million acre expansion of hunting and fishing opportunities across the country. (Iowa National Wildlife Refuges: Union Slough, Desoto, Boyer Chute, Neil Smith, Driftless Area, Upper Mississippi River and Port Louisa)



# Community Fishing Program



\*Also includes new and existing ponds added due to city land acquisition\*

## 2016-2017

- Altoona – Spring Creek South, Ironwood South, Brookhaven South
- Ankeny – Prairie Plaza North, Prairie Plaza South
- Bettendorf – Haley Heights
- Davenport – Prairie Pointe
- Johnston – Johnston High School
- Marion – Waldo's Rock
- Norwalk – Warrior Pond, Elizabeth Holland North and Elizabeth Holland South
- Tiffin – Prairie Park North, Prairie Park South, Prairie Park Middle
- Waukee – Kettlestone East, Kettlestone West, Tallgrass

## 2018

- Altoona – Brookhaven North
- Bondurant – Sankey Pond
- Clive – Courtyard, Shadow Creek
- Norwalk – Norwalk Library Pond
- Perry – Pattee Park Pond
- Polk City – Twelve Oaks

## Renovations/ Facility Upgrades Planned

- Altoona – Oak Hill Park Pond **\*Complete\***
- Ankeny – Hawkeye Park Pond
- Boone – McHose Park Pond
- Clinton – Emma Young Pond
- Des Moines – MacRae Park **\*Complete\***
- Des Moines – Witmer Park **\*Complete\***
- Des Moines – Greenwood/Ashworth **\*Complete\***
- Waterloo – Greenbelt Lake
- Williamsburg – West End Pond

## 2019-2020 Planned

- Altoona – Townsend Pond, Spring Creek North
- Ankeny – Rock Creek Pond
- Asbury – Wedgewood Pond
- Bondurant – Eagle Park Pond
- Newton – New Regional Pond
- Pleasant Hill – Hickory Glen
- Polk City – Crossroads East, Crossroads West
- Waukee – Sportsplex Pond

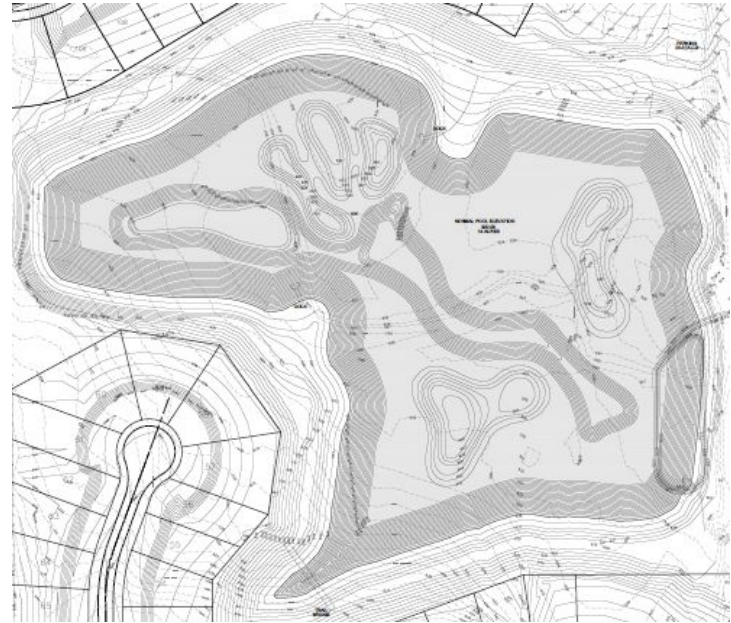
## Achieved or Working on Public Access

- Altoona – Bass Pro Shops Pond
- Grimes – Hope Lutheran Church Pond **\*Achieved\***

# Community Fishing Program


Retention basin design  
included in stormwater  
manual

Redesign encourages  
fishing in new housing  
developments



# The Iowa Community Fishing Survey

**Iowa Community Fishing Survey**  
Important Questions for Iowa Residents



Please complete this survey and return in the provided envelope.

All responses are confidential. Thank you for your cooperation.

A Study Conducted By:  
**IOWA STATE UNIVERSITY**  
CARD  
Center for Agricultural and Rural Development

**Iowa Community Fishing Survey**  
1.20 How important or unimportant is it to have the following features available at a potential fishing location?  
(Please check one option per row)

	Very Important	Important	Neutral	Unimportant	Not at all Important
Boat access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian access to fishing location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transportation to fishing location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bathrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lighting at fishing access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boat access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shade trees near fishing access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Picnicking tables (grills, tables)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ADA accessible facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1.21 How important or unimportant are the following factors in your idea of an ideal fishing trip?  
(Please check one option per row)

	Very Important	Important	Neutral	Unimportant	Not at all Important
Catching many fish, regardless of size	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Catching a limit of fish (the maximum number of fish allowed)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Catching a large trophy fish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Catching fish large enough to eat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Releasing the type of fish I am targeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bringing fish home to eat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Catching at least one fish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Having someone in my group catch at least one fish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being able to fish an area with underwater habitat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traveling less than 5 miles to get to my fishing location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being able to walk to my fishing location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being able to launch a boat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being able to fish in a visually appealing location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being able to fish a location with good water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being able to ice fish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being able to fish with another person	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# Adult Focused Programming

- **Learn to Hunt & Shoot Programs**
- **Field to Fork**
- **Edible Outdoors**
- Hunt Social
- Birds, Bees and Brews
- Pint Nights
- Wildgame and Wine
- **Connecting Individuals to the Outdoors**
- Climb for Conservation
- ISU Stay Break



# Women Focused Programming

- Becoming an Outdoors Woman
- Beyond BOW
- Women in the Outdoors
- Raised at Full Draw - Women's Empowerment Camp
- NGO Chapter Lead Events & Hunts
- County Conservation Board Lead Efforts



# Professional Development for Educators



2-day Workshops in Basic Outdoor Skills, NASP and Explore Bowhunting, Fish Iowa!

Fish Iowa! On-Demand Training - Seminars for colleges and individual training sessions

Roughly 100 educators representing almost 50 schools/organizations



# Fish Iowa! Angler R3 Outreach to Diverse Audiences

## Vamos a Pescar

- Central Iowa and Cedar Valley
- Develop partnerships with Hispanic Communities
- Resources and communications specific to Spanish-speakers

## Marketing campaign

- Geofencing urban lakes, sporting goods stores - digital ads
- Morning show on WOI
- Target to Hispanic audiences

## First Catch Center - 2020

- Johnston Parks and RBFF; Serve Des Moines metro
- Fish Iowa! Supporting with equipment, training and assessment



# Basic Conservation Education

Focus on connecting educators to local natural resources


Promote taking students outdoors

Includes Project WILD / Authentic Data / STEM Water Game Jam (connecting natural resources and STEM)

Entry point to getting youth outdoors and understanding conservation principles





# Hunter Education - Google Classroom

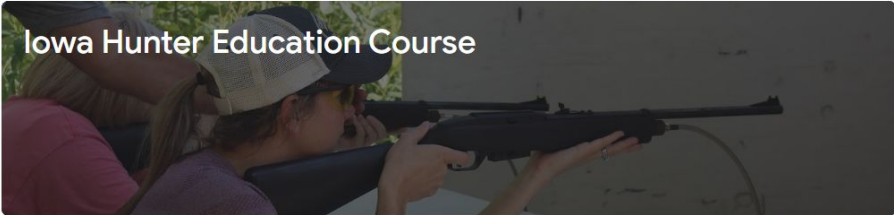
 Iowa Hunter Education Course

Stream

Classwork

People






## Iowa Hunter Education Course


Upcoming

Woohoo, no work due soon!

View all

 Share something with your class...

View class updates and connect with your class here

 See when new assignments are posted



# Safari Club International - Iowa Grant

Filming twenty, engaging, 3-5 minute videos on next steps for Hunter Education

Request for Proposal has been submitted and looking to contract

Free and available online

Topics to include: understanding funding for conservation, how to purchase your license and tags, introduction to Iowa's hunting and conservation programs, small game hunting basics, wildlife diseases.



# Powderhook - Digital Mentor App

Connects seasoned hunters with new hunters online

Tracks activity, interests and events for all users including new hunters

Contests allow for incentives to be earned for consistent use

Powderhook PRO has capacity to act as mentor database

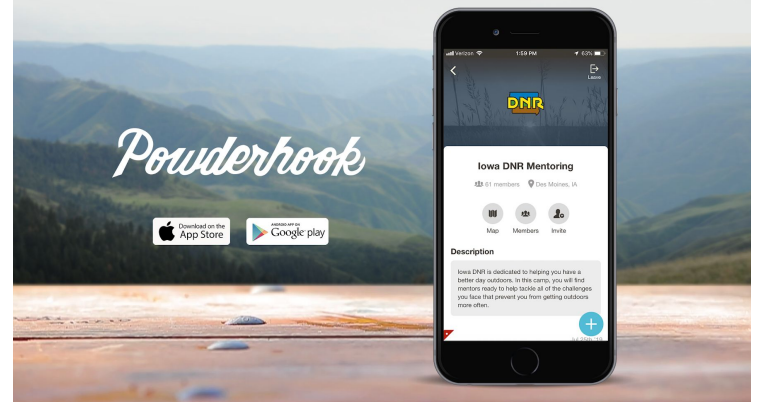
Special training on **September 26th!!!**

## SAVE THE DATE

LIVE SCREEN SHARE

LEARN HOW TO  
**BECOME A DIGITAL MENTOR**  
ON THE POWDERHOOK APP

**THURSDAY**  
**SEPT. 26TH**  
**12 - 1 PM CST**



IOWA DEPARTMENT OF NATURAL RESOURCES

KAYLA LYON, DIRECTOR



# Thank You!!!

