



**SPORT FISHING & BOATING
PARTNERSHIP COUNCIL**

APR 7 - 2015

The Honorable Sally Jewell
Secretary
U.S. Department of the Interior
1849 C Street, NW
Washington, D.C. 20240

Dear Secretary Jewell:

As Chairman of the Sport Fishing and Boating Partnership Council (SFBPC), it is my pleasure to submit the enclosed, "*Programmatic Assessment, FY 2010-2012: Activities of the Recreational Boating & Fishing Foundation.*" The report was approved by the SFBPC at its February 24 meeting. The assessment was undertaken and completed on your behalf pursuant to the 1998 Sportfishing and Boating Safety Act (Act), which authorizes funding for implementation of the National Outreach and Communications Program (NOCP). The Recreational Boating and Fishing Foundation (RBFF) is the recipient of funds granted by the U.S. Fish and Wildlife Service to implement the NOCP.

In December 2013, the SFBPC empanelled a ten-person Assessment Team to help undertake a programmatic assessment of RBFF for the period 2010-2012. Collectively the team comprises experience and expertise in recreational boating, fishing, aquatic resource conservation, communications and marketing, program analysis, and familiarity with the conduct and impact of RBFF's programs. The 2012 assessment utilizes the evaluation framework developed for the 2006 and 2009 Programmatic Assessments of RBFF, which were also conducted by the SFBPC. The assessment evaluates the efforts of RBFF relative to five evaluation questions directly derived from the NOCP's legislative authority.

After considering the findings of its assessment team, the SFBPC concluded that RBFF has made significant progress over the three-year period examined toward achieving the goals of the NOCP. RBFF plays an important role in: facilitating increased participation in boating and fishing; providing how-to and where-to information on boating and fishing; and educating the public about aquatic resource conservation and boating safety. Although progress is being made, the SFBPC noted several findings and recommendations which, when implemented by the RBFF, can strengthen its efforts to accomplish the goals of the NOCP. Our recommendations include reinvigorating partnerships with its stakeholders and developing metrics to more effectively measure the outcomes of its programs and initiatives. The enclosed letter from RBFF's President and Board Chairman highlights how RBFF will utilize recommendations in this assessment as it develops a new strategic plan for 2017-19.

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Executive Director
Izaak Walton League of America

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Resources

James Zorn
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Great Lakes Indian Fish and Wildlife
Commission

Larry Voyles, ex officio
Director
Arizona Game and Fish Department

Dan Ashe, ex officio
Director
U.S. Fish and Wildlife Service



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I believe that all of us with an interest in aquatic resource conservation recognize the vital importance of outdoor recreation, and particularly recreational angling and boating, as it relates to our Nation's social, economic, and environmental health. This Administration recognizes the importance of getting more American's outdoors and is to be commended for its focus on increasing participation in outdoor recreation by all Americans.

The SFBPC is pleased to submit this assessment of the activities of the RBFF in implementing the NOCP and recommendations for improvement. We look forward to working with the Department, the Service, RBFF, and our many partners to get more Americans out on the water to fish and boat and responsibly use our Nation's aquatic resources.

Sincerely,

A handwritten signature in black ink, appearing to read "Scott Kovarovics", with a long, sweeping horizontal flourish extending to the right.

Scott Kovarovics
Chairman

Enclosure

cc: SFBPC members
Dan Ashe, Director, U.S. Fish and Wildlife Service
Ron Regan, Executive Director, Association of Fish and Wildlife Agencies
Ken Hammond, Chairman, Board of Directors, RBFF
Frank Peterson, President and CEO, RBFF



RECREATIONAL
BOATING & FISHING
FOUNDATION



March 31, 2015

Mr. Scott Kovarovics
Chair, Sport Fishing & Boating Partnership Council
Executive Director, Izaak Walton League of America
707 Conservation Lane
Gaithersburg, MD 20878

Dear Scott:

Thank you for providing the Sport Fishing and Boating Partnership Council's Programmatic Assessment of RBFF's FY2010-FY2012 activities.

As you know, RBFF is holding a Strategic Planning Meeting to develop our plan for fiscal years FY2017-2019 this June. The timing of this Assessment report will allow our Board, key stakeholder groups and our meeting facilitators to thoroughly review and discuss the recommendations made by the Council.

As discussed at the recent SFBPC meeting, we'd like to extend an invitation for you to participate in our planning meeting, if your schedule permits. The meeting will be held in Alexandria, Virginia at the Alexandria Westin Hotel on June 22-24, 2015.

The Board's formal response to the Assessment will be provided to the Council following the planning session and it is our hope that it can be shared with the Secretary at that time.

Once again we'd like to thank you and the Council for all your hard work and support of RBFF.

Regards,

A handwritten signature in black ink, appearing to read "Frank Peterson".

Frank Peterson
RBFF President & CEO

A handwritten signature in black ink, appearing to read "Ken Hammond".

Ken Hammond
Chair, RBFF Board of Directors

Cc: Brian Bohnsack
USFWS

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