



## **SFBPC Metrics for Measuring RBFF Performance on the National Outreach and Communication Plan**

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**Objective 1:** Increased participation in recreational angling and boating.

**Goal 1:** Communicate with anglers, boaters and the general public to increase awareness of: angling and boating opportunities, boating and fishing techniques, and the availability of and access to boating and fishing locations thereby reducing barriers to participation in angling and boating.

### Reporting/Analysis Measures

1. Demonstrate an annual increase of new recruits to fishing (first time participants) from the 2015 baseline of 2.5 million as measured by the Outdoor Foundation's Special Report on Fishing.
2. Demonstrate an annual increase in youth participation in fishing from the 2015 baseline of 10.7 million as measured by the Outdoor Foundation's Special Report on Fishing.
3. Demonstrate an annual increase in Hispanic participation in fishing from the 2015 baseline of 3.4 million as measured by the Outdoor Foundation's Special Report on Fishing.
4. Demonstrate a trend of increased boating participation over 3 year periods as reported by the National Marine Manufacturers Association (NMMA) U.S. Recreational Boating Participation Survey using total participation as documented by the first NMMA study (expected in 2017) as the baseline.
5. Demonstrate a trend of increased fishing participation over 3 year period beginning in calendar year 2015, and in each successive 3 year period, as reported by the Outdoor Foundation's Special Report on Fishing.
6. Demonstrate a trend of increased fishing participation as reported in the U.S. Fish and Wildlife Service's National Survey of Fishing, Hunting and Wildlife Associated Recreation.
7. Maintain a favorable variance in fishing and boating intentions among target audiences exposed vs those not exposed to RBFF campaigns, and who are not currently engaged in these activities, as measured by annual campaign effectiveness studies.

8. Maintain or grow awareness of RBFF campaigns among target audiences, as measured by annual campaign effectiveness studies.
9. Achieve an annual increase in aggregate organic traffic (i.e. non-paid traffic from search engines), as defined and measured by Google Analytics, to TakeMeFishing.org using RBFF fiscal year 2017 as the baseline.

**Goal 2:** Collaborate and engage state agencies, industry and stakeholders in developing and implementing marketing and outreach strategies to recruit, retain and reactivate boaters and anglers as described in the National Outreach and Communication Plan.

#### Reporting/Analysis Measures

1. At least 25 states adopt a new or additional RBFF recruitment, retention and reactivation (R3) model program over the 3-year period beginning in RBFF fiscal year (FY) 2017, and in each successive 3-year period.
2. Maintain a state agency satisfaction rate of at least 74% or greater of state agencies using 2 or more RBFF products or resources as measured annually by a consistent customer satisfaction survey conducted by an independent third party.
3. Maintain or achieve an industry (fishing and boating) satisfaction rate of 72% or greater as measured annually by a consistent industry satisfaction survey conducted by an independent third party.
4. For FY 2017, achieve an annual increase in referrals from Take Me Fishing (TMF) digital assets to state fishing license purchase pages from the FY 2016 baseline of 746,781. For FY 2018 and each successive year, achieve an annual increase over the prior fiscal year's actual results.
5. For FY 2017, achieve an annual increase in referrals from TMF digital assets to state boat registration pages from the FY 2016 baseline of 90,938. For FY 2018 and each successive year, achieve an annual increase over the prior fiscal year's actual results.
6. For FY 2017, achieve an annual increase in referrals from TMF digital assets to DiscoverBoating.com from the FY 2016 baseline of 119,570. For FY 2018 and each successive year, achieve an annual increase over the prior fiscal year's actual results.
7. For FY 2017, achieve an annual increase in total boat registrations sold through the RBFF Boat Registration Marketing Program from the FY 2016 baseline of 43,057. For FY 2018 and each successive year, achieve an annual increase over the prior fiscal year's actual results.

**Goal 3:** Develop and implement strategies to ensure that RBFF has sufficient funding to achieve its objectives.

Reporting/Analysis Measures

1. Annually raise non Federal Dollars and in-kind contributions (not including value added in purchased media buy) to equal 25% of federal dollars received.

**Objective 2:** Increased public awareness of sound fishing, boating and conservation practices.

**Goal 1:** Promote the conservation and responsible use of the Nation's aquatic resources by anglers, boaters and the general public and improve the public's understanding of the contribution of recreational angling and boating to the conservation of aquatic resources.

Reporting/Analysis Measures

1. Maintain awareness of the connection between licensing and local conservation by anglers and boaters, as established every 3 years by the Council to Advance Hunting and Shooting Sports (CAHSS) /RBFF Conservation Study using the 2015 study as the baseline awareness level (75%).
2. Achieve an annual increase in aggregate unique page views to the TakeMeFishing.org pages featuring prominent conservation messaging, using RBFF FY 2017 as the baseline. (Prominent conservation messaging pages include "Get a License" and "Register a Boat" and each state specific license and registration page.)

**Goal 2:** Promote safe fishing and boating practices.

Reporting/Analysis Measures

1. Achieve an annual increase in aggregate unique page views to the Fishing Safety and Boating Safety sections of TakeMeFishing.org using RBFF FY 2017 as the baseline.