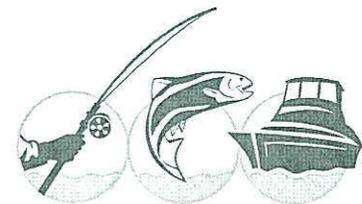
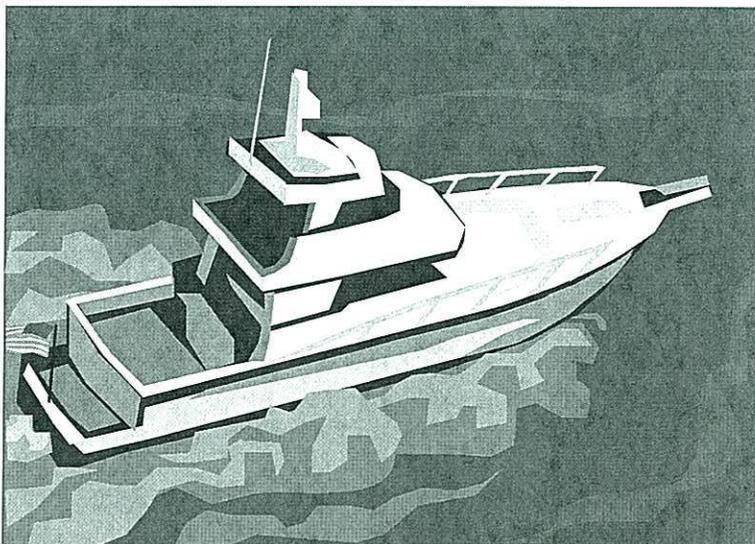
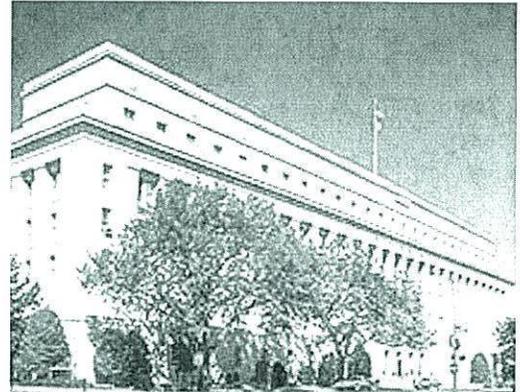


Spring 2013 Meeting of the Sport Fishing and Boating Partnership Council



May 20 & 21, 2013
Department of
the Interior
Washington, D.C.



SPORT FISHING & BOATING
PARTNERSHIP COUNCIL

Hotel information

The Quincy
1823 L Street, NW
Washington, D.C. 20036
Tel: 202-223-4320
<http://www.thequincy.com/>

The hotel does not provide shuttle service.

Getting to the hotel

Public Transportation - METRO

From Washington Reagan National Airport: Take Orange line train (toward New Carrollton) or Blue line train (toward Largo Town Center) to Farragut West Metro Station. Exit at the 18th Street exit. Proceed up escalators. At the top of the escalator, go straight ahead and continue North on 18th Street. Cross the intersection of 18th and L Streets, and then make a left onto L Street. Hotel is one-half block on the right. The hotel is between 18th and 19th Streets.

Taxicabs

Taxis are easily available from Washington Reagan Airport.

Instructions for Entering the Department of the Interior building

We will be meeting at the Department of the Interior building in the North Penthouse. The Interior Department is located at 1849 C Street, NW. The Interior Department can be reached from the hotel either by Cab or by walking south on 18th Street for approximately 8 blocks to the C Street entrance.

Please enter through the C Street side of the building as you will have to pass through security to enter. I have placed your name on a visitor list at the Security desk. Have a driver's license or other form of identification available so that you can clear security. Let the agent know the name of the meeting and room name. Contact me on my mobile phone (202-413-7107) if there are issues with your entry.

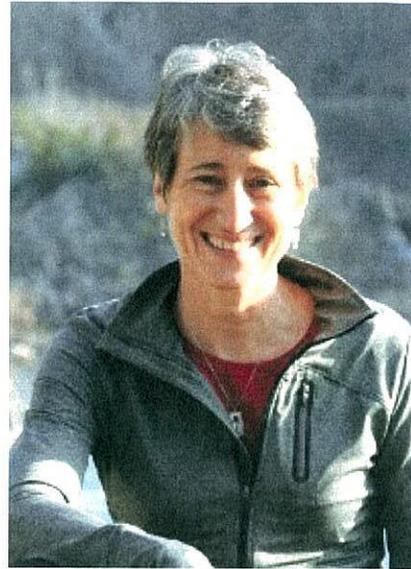
Upon clearing security, take an elevator in the first bank of elevators past security to the 5th floor.

About Secretary Jewell

Sally Jewell was sworn in as the 51st Secretary of the Interior on April 12, 2013.

In nominating Jewell, President Obama said, "She is an expert on the energy and climate issues that are going to shape our future. She is committed to building our nation-to-nation relationship with Indian Country. She knows the link between conservation and good jobs. She knows that there's no contradiction between being good stewards of the land and our economic progress; that in fact, those two things need to go hand in hand."

As Secretary of the Interior, Jewell leads an agency with more than 70,000 employees. Interior serves as steward for approximately 20 percent of the nation's lands, including national parks, national wildlife refuges, and other public lands; oversees the responsible development of conventional and renewable energy supplies on public lands and waters; is the largest supplier and manager of water in the 17 Western states; and upholds trust responsibilities to the 566 federally recognized American Indian tribes and Alaska Natives.



Prior to her confirmation, Jewell served in the private sector, most recently as President and Chief Executive Officer of Recreation Equipment, Inc. (REI). Jewell joined REI as Chief Operating Officer in 2000 and was named CEO in 2005. During her tenure, REI nearly tripled in business to \$2 billion and was consistently ranked one of the 100 best companies to work for by Fortune Magazine.

Before joining to REI, Jewell spent 19 years as a commercial banker, first as an energy and natural resources expert and later working with a diverse array of businesses that drive our nation's economy. Trained as a petroleum engineer, Jewell started her career with Mobil Oil Corp. in the oil and gas fields of Oklahoma and the exploration and production office in Denver, Colo. where she was exposed to the remarkable diversity of our nation's oil and gas resources.

An avid outdoorswoman, Jewell finds time to explore her backyard in the Pacific Northwest where she enjoys skiing, kayaking, hiking and other activities. She has scaled Mount Rainier on seven occasions, and recently climbed Vinson Massif, the highest mountain in Antarctica.

Jewell has worked to ensure that public lands are accessible and relevant to all people from all backgrounds, and to build a connection between the great outdoors and a new generation of Americans.

Jewell is a graduate of the University of Washington. She and her husband, Warren, have two adult children, Peter and Anne.



Spring 2013 meeting agenda Washington, D.C.

Meeting Logistics:

We will be meeting both days at the Department of the Interior building in Room 5160. The Interior Department is located at 1849 C Street, NW. Please enter through the C Street side of the building as you will have to pass through security to enter. I have placed your name on a visitor list at the Security desk. Have a driver's license or other form of identification available so that you can clear security. Let the agent know the name of the meeting and room number. Contact me on my mobile phone (202-413-7107) if there are issues with your entry.

May 20, 2013:

Breakfast is on your own. Breakfast is available at the Interior Cafeteria, The Bison Bistro.

Meeting of the Sport Fishing and Boating Partnership Council

Location: Department of the Interior
Room 5160
1849 C Street, NW
Washington, D.C. 20240

8:30 a.m. **CONVENE**

Welcome & Introductions

- Thom Dammrich, SFBPC Chair

8:45 a.m. **Welcome and comments of Department of the Interior and Fish & Wildlife Service leadership**

- Rachel Jacobson, Acting Assistant Secretary for Fish and Wildlife and Parks
- Dan Ashe, Director, U.S. Fish and Wildlife Service

9:45 a.m. **Outreach and Communications Committee**

- Scott Kovarovics, Committee Chair

- ACTION: Discussion and approval of SFBPC informational briefing and issue priorities to Interior Secretary Jewell

- 10:15 a.m. **Update on the Implementation of the DOI Idle Iron policy and the Rigs to Reefs Program**
 - James Watson, Director, Bureau of Safety and Environmental Enforcement, Department of the Interior
- 10:45 a.m. **BREAK**
- 11:00 a.m. **Update on the activities of the Federal Interagency Council on Outdoor Recreation (FICOR)**
 - Leslie Weldon, Associate Deputy Chief for National Forest System, United States Forest Service, Department of Agriculture
- 11:30 a.m. **Briefing on the Fiscal Year 2014 FWS Budget request**
 - Chris Nolin, Chief, Office of Budget, U.S. Fish and Wildlife Service
 - Mike Weimer, Mike Weimer, Chief, Division of Fish and Aquatic Conservation, U.S. Fish and Wildlife Service
- 12:00 p.m. **Informational Briefing on the Chesapeake Bay Public Access Plan**
 - John Davy, National Park Service
- 12:30 p.m. **Lunch (at Bison Bistro in DOI basement)**
- 1:30 p.m. **National Ocean Policy implementation Update**
 - Deerin Babb-Brott, Director, National Ocean Council
- 2:00 p.m. **Update on the activities of the Recreational Boating and Fishing Foundation (RBFF)**
 - Leslie Nagao, Vice President of Marketing, RBFF
- 2:20 p.m. **Fisheries Issues Committee**
 - Mike Nussman, Committee Chair
- FWS update on status of Fish and Aquatic Conservation Program (15 minutes)
 - Mike Weimer, Chief, Division of Fish and Aquatic Conservation, U.S. Fish and Wildlife Service
 - Update on the activities of the National Fish Habitat Partnership (10 minutes)
 - Ron Regan, Executive Director, AFWA
 - Update on NOAA Fisheries activities & issues (15 minutes)
 - Russell Dunn, National Policy Advisor for Recreational Fisheries, NOAA Fisheries
 - Briefing on the National Fisheries Friends Partnership (NFFP) (10 minutes)
 - Kirk Otey, Board member, NFFP

IDLE IRON AND RIGS TO REEFS

- **November 21, 2012 letter from the SFBPC to BSEE Director Watson**
- **May 13, 2013 public comment letter to the SFBPC from Apache Corporation providing their Update on Administrative Efforts to Improve Implementation**



The Honorable Ken Salazar
Secretary of the Interior
United States Department of the Interior
1849 C Street, N.W.
Washington, D.C. 20240

NOV 21 2012

Dear Secretary Salazar,

I am writing as Chairman of the Sport Fishing and Boating Partnership Council (Council) to ask your support and leadership in addressing an issue that has the potential to be a win-win for the recreational angling and boating community, the Department of the Interior, and other Federal agencies in the Gulf of Mexico region. I wrote you back in June 2012 regarding the implementation of the "Idle Iron" policy in the Gulf. At that time, the Council suggested that a moratorium on the implementation of the policy be instituted because of the potential loss of fish habitat and fishing opportunity caused by the precipitous removal of decommissioned oil and gas infrastructure from Gulf waters. However, after the Council heard from Bureau of Safety and Environmental Enforcement (BSEE) Director James Watson and a panel of issue stakeholders at our recent meeting on November 7, 2012, we believe there are short-term and long-term solutions available that will allow the continued decommissioning of oil and gas infrastructure while simultaneously increasing the amount of recreational fishing and boating opportunities. I am writing to share some of these possible solutions with you, to commend Director Watson for his work on this issue, and to urge that you provide Director Watson with all of the tools and support he needs to address these issues in an expeditious manner, including engagement between Federal agencies through the National Ocean Council. Finally, I am requesting a meeting with you and a group of Council members to discuss this issue and other key issues of importance to the recreational angling and boating community that would benefit from your leadership over the next 4 years.

As you are aware, research indicates that oil and gas production platforms and other structures create significant habitat and complex coral reef ecosystems for fish and other aquatic species in a Gulf environment which has very few such complex, natural habitats. You need only ask an avid angler in the Gulf region to show you where he or she fishes to see that a substantial amount of boat-based fishing on the

CHAIRMAN

Thomas J. Dammrich
President
National Marine Manufacturers Association

VICE CHAIRMAN

Scott Kovaravics
Conservation Director
Izaak Walton League of America

MEMBERS

James Adams
Vice-President
States Organization for Boating Access

John Arway
Executive Director
Pennsylvania Fish and Boat Commission

Douglass Boyd
National Board Member
Coastal Conservation Association

Jeffrey Crane
President
Congressional Sportsmen's Foundation

Roy Elicker
Director
Oregon Division of Fish and Wildlife

Fred Harris
National Board representative
American Fisheries Society

Betty Huskins
Chair
Southeast Tourism Policy Council

Ryck Lydecker
Assistant Vice-President for Government Affairs
Boat U S

Mac McKeever
Senior Public Relations Representative
L.L. Bean, Inc.

Jerry McKinnis
Co-Owner
B.A.S.S.

Michael Nussman
President
American Sportfishing Association

Geoffrey Ratté
President
FishingKids LLC

John Sprague
Chair, Government Affairs Committee
Marine Industries Association of Florida

James Zorn
Executive Administrator
Great Lakes Indian Fish & Wildlife Commission

Jeff Vonk, ex officio
Secretary
South Dakota Dept. of Game, Fish & Parks Resources

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



U.S. Fish and Wildlife Service
4401 N. Fairfax Drive, MS EA-3103
Arlington, VA 22203
P 703 358 2326 F 703 358 2548

Gulf of Mexico occurs around oil and gas production infrastructure. While in the past the trend of increased installation of oil infrastructure in the Gulf held true, in recent history removal has outpaced installation, especially off the Texas coast. Given the dearth of natural fish habitat in the Gulf, this trend has caused concern within the recreational angling and boating community. These concerns eventually led the introduction of legislation in Congress to halt policy implementation.

However, as the community has learned more about the issue, it is clear that the issue of decommissioning and removing (or reefing) of oil infrastructure is much more complex than was earlier realized: in this case, complexity that results from the involvement of many Federal agencies, States and industry. Based on the panel discussion held at the November 7 Council meeting in Corpus Christi, Texas, there are positive actions which can be taken by the Federal government that will result in the increased use of decommissioned oil rig materials being made available for use in the Rigs to Reef Program. The dialog between panelists at the Council meeting indicates that consensus among Federal and stakeholder representatives can be found through a coordinated effort. Panelists included: BSEE Director Watson; Dr. Larry McKinney, Texas A&M University – Corpus Christi; Dale Shively, Artificial Reef Program Leader for the State of Texas; Drew Hunger, Decommissioning Manager for Apache Corporation; and Ted Venker, Conservation Director for the Coastal Conservation Association and Council member.

While I will not delve into detail in this correspondence, I am summarizing the policy concepts which were discussed by the Council and the issue stakeholder panel, and on which there appeared to be consensus.

- Improve efficiency of the Rigs to Reefs permitting process, with a goal of having Federal agencies (BSEE and BOEM) establish a 6 month timeline for completing the process.
- Open more reef planning areas, especially closer to shore, and focus staff from the various agencies with jurisdiction on this common goal. For example, near-shore sites were recently approved off of the coast of Texas. Oil industry representatives at the Council meeting indicated that this is critical in making more decommissioned infrastructure available for reefing since the economic “break even” point between reefing and on-shore salvage operations is a 36 mile tow.
- Establish more reef sites.
- Develop a sliding scale water cover requirement over reef sites based on water depth and likelihood of commercial boat traffic. Panelists indicated that current policy prescribes 85 feet of water cover. This creates a major impediment to siting reefs in shallow water areas where the need and demand is greatest and traffic by large commercial vessels is least likely.

- Review 2009 Rigs to Reefs Addendum to determine whether the required 5 mile separation between reef areas can be reduced. Oil industry representatives on the panel indicated that they need as little as ½ mile to be able to continue to manage active infrastructure on the Gulf floor. The Special Artificial Reef Sites (SARS) program should also be reestablished to allow toppling in place as a reefing option.
- Maintain reef donation to States in exchange for the State taking liability for the reef.

It is our sense that through your leadership and that of Director Watson, solutions can be crafted that will benefit fishery and aquatic resources, recreational anglers and boaters, and the coastal economies which depend on the positive economic activity generated by anglers and boaters. We ask you to take a leadership role in raising the visibility of this issue with your colleagues in other Departments and agencies; thereby helping focus federal agency resources and overcoming interagency roadblocks to address the issue. The ideas communicated in this correspondence appear to have a real potential for increasing artificial reef material in the Gulf of Mexico that will, in turn, provide increased habitat to benefit the conservation and restoration of importance fish species and populations, and aquatic habitat.

A select group of Council members would like to meet with you to further discuss this important matter, and also to discuss potential shared priorities between the Interior Department, the Council, and the broader recreational angling, boating, and aquatic resource conservation community during the next 4 years. Council Coordinator Doug Hobbs will be happy to assist your staff in scheduling a date and time of your convenience.

Thank you for your leadership in conserving our Nation's aquatic resources.

Sincerely,



Thomas J. Dammrich
Chairman

Cc: SFBPC members
Dan Ashe, FWS Director
James Watson, BSEE Director
Thomas Lillie, Chief of Staff-BSEE
Deerin Babb-Brott, Director-NOC
Elizabeth Stevens, AD-AEA
Bruce Decker, Chief, DPPS

OBIE O'BRIEN

*Vice President – Government Affairs /
Corporate Outreach*

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OBIE.OBRIEN@USA.APACHECORP.COM
DIRECT (713)296-6150
FAX (713)296-6979

May 13, 2013

SPORT FISHING AND BOATING PARTNERSHIP COUNCIL
Attn: Doug Hobbs, Council Coordinator
4401 North Fairfax Drive
Mailstop 3103–AEA
Arlington, VA 22203

RE: May 20-21, 2013 Council Meeting – Rigs to Reefs

Dear Sport Fishing and Boating Partnership Council Members,

In November 2012, Apache Corporation had the opportunity to present to the Council an oil and gas operator's view of the Rigs-to-Reefs program. Drew Hunger, Apache's Decommissioning Manager for GOM Shelf operations, outlined several items that could improve the permitting process and make reefing oil and gas platforms a more viable option in the Gulf of Mexico. Apache appreciated the Council's supportive letter to Secretary Salazar following the meeting last November and is pleased to provide an update on the progress that has been made since then.

Apache is the top oil and gas producer on the Gulf of Mexico's Outer Continental Shelf with 629 operated platforms and 1012 producing wells. The company has run an aggressive decommissioning program since the hurricanes of 2005. To date, Apache has donated 58 platforms through the Rigs-to-Reefs program – 21 in Texas, 33 in Louisiana, and 4 in Mississippi – with many more slated in the upcoming months and years. Apache works closely with state and federal agencies to optimize reefing options. For various safety, technical, and economic reasons, it is not possible to reef every platform that needs to be decommissioned. However, more platforms could be reefed in areas beneficial to the fishing and diving community if certain changes were made to the program.

Fortunately, over the past several months, several discussions and public meetings with federal agencies have yielded positive results. While the oil and gas industry wishes federal agencies would move faster, it is clear to Apache that the Bureau of Safety and Environmental Enforcement (BSEE), the lead agency for the reefing program, understands the regulatory and permitting obstacles to reefing and is working to improve the process. In a February 2013 meeting in New Orleans, BSEE

officials announced key proposed changes to the 2009 Addendum that would make it easier for companies like Apache to reef platforms:

- 1) Reduction of the 5 mile buffer requirement between reef sites
- 2) Modification of the Reef Approval Guidelines. This would allow reefing in place under certain circumstances.

If implemented, these changes would allow for more platforms to be reefed economically.

Additionally, BSEE is working internally to make improvements to their reef permit processes and industry is finally seeing some progress. Within the last few months, Apache has received approval for five new reef permits. The US Coast Guard has also committed to reviewing the water cover requirement above each artificial reef on a case by case basis. This will enable more reefing in shallower water.

Apache continues to work with other stakeholders in the Gulf of Mexico, including the recreational fishing community, to provide information on the Rigs-to-Reefs program and to achieve common goals. Apache appreciates the Council's interest in this issue, and we are confident that stakeholders in the Gulf of Mexico can work together to help enhance the marine environment in a way that is economic to private industry and maintains the highest safety standards.

Sincerely,



Obie O'Brien

RECREATIONAL BOATING AND FISHING FOUNDATION (RBFF)

- Final RBFF Fiscal Year 2013 Report to the SFBPC

To: Sport Fishing and Boating Partnership Council (SFBPC) Members
From: Frank Peterson

cc: RBFF Board of Directors
Doug Hobbs
Bruce Decker

Date: April 30, 2013

SUBJECT: Q4 FY 2013 update to SFBPC Programmatic Assessment of the Recreational Boating & Fishing Foundation FY 2007 - 2009

PURPOSE: To inform and update the SFBPC of the progress made on the 11 recommendations outlined in the SFBPC Programmatic Assessment of the RBFF FY 2007 – 2009 that have been identified as areas for improvement.

Recommendation 1: RBFF, AFWA, USFWS and SFBPC (The Council) should work together to identify a mutually agreed-upon set of performance measures by end of 2010. These measures should form the basis of RBFF annual reporting to the USFWS and SFBPC, and should be revisited by the parties on a regular basis.

1.0	Action(s) Taken	Area of Responsibility	Status	Timeframe for Completion
1.1	Council Assessment Team, co-chaired by Thom Dammrich and Doug Boyd has been established. Team includes representatives from the Council, RBFF Board and Staff, the USFWS and AFWA.	CEO	✓	Complete
1.2	Objectives and goals have been established for RBFF by the Council Assessment Team. The team is now working to develop performance measures.	CEO	✓	Complete
1.3	Performance measures are now in place.	CEO	✓	Complete

Recommendation 2: Expand efforts and budget to work collaboratively with state natural resource agencies in the design and implementation of marketing programs to increase boating participation and boat registrations.

2.0	Action(s) Taken	Area of Responsibility	Status	Timeframe for Completion
2.1	The Oregon State Marine Board expanded its efforts in 2010 to increase boat registrations.	Stakeholder/States	✓	Complete

- 2.2** Boat registration pilot programs were implemented in Florida, Ohio and Tennessee. ✓ Stakeholder/States Complete
- 2.3** Expanded partnership efforts with 15 states to launch the Boat Registration Marketing Program, starting in April 2012, and reaching approximately 450,000 lapsed boat owners. More than 32,000 lapsed boater registrations were renewed, generating over 1.1M in revenue for participating agencies. ✓ Stakeholder/States Complete
- 2.4** RBFF is partnering with 19 states for the 2013 Boat Registration Marketing Program. Five new partners were obtained, however Illinois is unable to participate this year due to privacy concerns. RBFF will continue to expand efforts and overcome challenges with data sharing, and processing with DMVs, with plans to partner with up to 30 states next year. Stakeholder/States In Progress Ongoing

Recommendation 3: Publish a biennial set of learnings based on project results and state workshops that can be shared with the full community of RBFF stakeholders.

3.0 Action(s) Taken	Area of Responsibility	Status	Timeframe for Completion
3.1 The recommendation is part of our ongoing operations and will be reported biennially.	Stakeholder/States	✓	Complete
3.2 The Learnings Report will be combined with the State of the States Report for dissemination as one collective report in FY14.	Stakeholder/States	In Progress	6/30/2013

4.0 Action(s) Taken	Area of Responsibility	Status	Timeframe for Completion
Recommendation 4: Develop databases and processes that allow RBFF to assess its performance relative to specific stakeholder interests (fishing, boating, education, conservation, etc.). Performance to be measured and reported on an ongoing basis to stakeholders.			

4.1	RBFF has selected a vendor for a new customer database including a customer relationship management system. The central location of data will ensure greater measurability and reporting capabilities on RBFF product usage across all audiences. (PHASE 1)	Finance/Operations	✓	Complete
4.2	After assessing the full needs of the organization, its existing systems and the ongoing migration of RBFF.org content into TakeMeFishing.org, it was determined that the scope of the project needed to be expanded to address data management for both stakeholders and consumers.	Finance/Operations	✓	Complete
4.3	RBFF has implemented the Salesforce.com Customer Relationship Management system to manage communications and maintenance of the Stakeholder and Consumer databases, providing a 360 degree view of which products, services, subscriptions and groups a contact is associated. This provides real time metric dashboards, allowing RBFF staff and management to track performance against goals.	Finance/Operations	✓	Complete
4.4	Implement the use Data.com (a third party content services) to clean, maintain and grow the Stakeholder database.	Finance/Operations	✓	Complete
4.5	RBFF is performing ongoing maintenance of database to ensure integrity of contacts for annual Stakeholder Satisfaction Survey.	Finance/Operations	In Progress	Ongoing

Recommendation 5: Work with each state to assess RBFF's ongoing partnership and determine how RBFF can best support the state's effort to promote fishing and boating. RBFF will provide a "state of the states" report to SFBPC biennially.

5.0	Action(s) Taken	Area of Responsibility	Status	Timeframe for Completion
5.1	The recommendation is part of ongoing operations and will be reported biennially.	Stakeholder/States	✓	Complete

5.2 The State of the States Report will be combined with the Learnings Report for dissemination as one collective report in FY14. Stakeholder/States In Progress 6/30/2013

Recommendation 6: Formally track and report to SFBPC on RBFF efforts to raise a 25 percent or greater non-federal match to the SFR funds received that year. FY 2013 goal is \$3,006,946.

6.0 Action(s) Taken Area of Responsibility Status Timeframe for Completion

6.1 In-kind and cash contributions as of 3/31/13: Stakeholder/Partnerships ✓ Complete
\$6,592,913

Recommendation 7: Develop a *Future Research Agenda* in collaboration with stakeholders. Report on the process of addressing this agenda annually to SFBPC and USFWS.

7.0 Action(s) Taken Area of Responsibility Status Timeframe for Completion

- 7.1** Since 3/31/2010, RBFF has conducted research addressing the consumer mindset about boat purchases; produced a joint participation study with the Outdoor Foundation in mid-July and is currently researching social media trends. Marketing ✓ Complete
- 7.2** RBFF conducted market segmentation research which was presented to the board on May 24, 2011. Marketing ✓ Complete
- 7.3** Use strategic planning session to define future research agenda in support of 3-year plan. Marketing ✓ Complete
- 7.4** RBFF Board Retreat was held 6/2012, the formal strategic plan was developed and approved by the RBFF Board. The Plan includes a research agenda for the next three fiscal years (2014-2016.) Marketing ✓ Complete

Recommendation 8: Work cooperatively with states to ensure TakeMeFishing.org pages are accurate and angler/boater ready. Utilize state-produced information as a priority to all other information. Where such information exists, TakeMeFishing.org links to the information. Where such information is lacking, RBFF helps create it.

8.0	Action(s) Taken	Area of Responsibility	Status	Timeframe for Completion
8.1	Collected approximately 400K Bodies of Water (BOWs) and 97K Points of Interest (POIs) for the new Places to Boat & Fish Map.	Digital/States	✓	Complete
8.2	Through our strong partnerships with the states, RBFF has collected a significant amount of BOW and Facility data. RBFF is now focusing efforts on collecting Fish Species data from states to add to existing BOW records. RBFF has collected and processed Fish Species data from almost all states.	Digital/States	✓	Complete
8.3	An integration with One Click Outdoors was completed to continually check and correct links to the States' sites for Fishing License and Boat Registration URLs.	Digital/States	✓	Complete

Recommendation 9: Develop partnerships with appropriate stakeholders to produce and maintain "how-to" sections of TakeMeFishing.org and enhance the conservation and stewardship pages.

9.0	Action(s) Taken	Area of Responsibility	Status	Timeframe for Completion
9.1	RBFF continues its work with the International Game Fish Association (IGFA) to correct and expand Fish Species data within the Species Explorer tool on TakeMeFishing.org.	Digital	✓	Complete

- 9.2** As a result of our partnership with BoaterExam.com, more than 40 animations were added to the boating content on the site to highlight boating safety, education and licensing requirements.
- Digital ✓ Complete
- 9.3** To-date, more than 164 fish species have been updated on the site and the "how-to" information about habitat, bait/lures and methods for catching the various species have been refined.
- Digital ✓ Complete
- 9.4** TMF.org was migrated from a legacy, unsupported Content Management System to a new Ektron 8.5 CMS with enhanced usability, scalability and supportability. Includes migration of the Fishington community to a new Take Me Fishing community and merging the old RBFF.org into a new "About RBFF" page on TMF.org
- Digital ✓ Complete
- 9.5** 99% of the Body of Water locations were matched and updated to align with USGS geo standards
- Digital ✓ Complete

Recommendation 10: Undertake an evaluation of the National Youth Fishing and Boating Initiative utilizing the Guide to Program Evaluation as a model for determining short- and long-term impact of such programs. Distribute results to partners and initiate appropriate changes to the grants program.

10.0 Action(s) Taken	Area of Responsibility	Status	Timeframe for Completion
10.1 RBFF's grant agreements require this year's sub-recipients to evaluate their programs using RBFF's Guide to Program Evaluation.	Stakeholder/Education	✓	Complete
10.2 RBFF has received and reviewed final evaluations from all three FY12 sub-recipients.	Stakeholder/Education	✓	Complete

10.3 RBFF has closed out the FY2012 grants cycle, and the FY2013 grant cycle is in Q4. Dr. Kevin Hunt, Chair of the Education Task Force, presented on a logic model for use in determining short- and long-term impact of grant programs within youth education at the January BOD meeting. RBFF has engaged the Benefactor Group to conduct a strategic review of our educational programming, which will take place at the June 2013 BOD meeting.

Stakeholder/Education In Progress Ongoing

Recommendation 11: Develop a Conservation Roundtable consisting of State and Federal agencies and representatives from the Aquatic Resources Education Association to advise on content and messaging for RBFF's websites and outreach.

11.0	Action(s) Taken	Area of Responsibility	Status	Timeframe for Completion
11.1	The Conservation Roundtable was formed and a gap analysis of conservation content on TakeMeFishing.org was conducted. It was shared with Roundtable members and based on their feedback a new conservation page was re-launched in Q4. Conservation templates for states to use and submit to TMF were also developed.	Marketing/Education	✓	Complete
11.2	RBFF incorporated conservation questions into the TakeMeFishing.org Satisfaction Survey.	Marketing/Digital	✓	Complete
11.3	Following a review of the survey results, RBFF will re-launch the conservation page on TakeMeFishing.org.	Marketing/Digital	✓	Complete
11.4	RBFF contracted with Plowshare Group, Inc. for distribution of public service advertising (PSA) promoting the TakeMeFishing.org conservation message through television and radio. The campaign launched in January 2011 and yielded \$11.6 million in in-kind media support, which exceeded our FY12 goal. New PSA creative was launched in February 2012 and in FY2013 garnered \$6,527,963 in in-kind media support, which combined with RBFF's cash contributions equals total non-governmental funding (Recommendation 6.1 of \$6,592,913).	Marketing/Partnerships	✓	Complete

<p>11.5 Forty-nine state conservation stories have been created that explain how the Sport Fish Restoration money is being used locally. As the USFWS continues to share information through the Wildlife Tracking and Reporting Actions for the Conservation of Species (TRACS) system, RBFF will leverage this information to provide conservation stories for Idaho and DC in the future. TRACS is a web based reporting tool and the information is made available to the public to demonstrate the benefits that WSFR grant programs provide to fish and wildlife, and the American public.</p>	<p>Marketing/Digital</p>	<p>✓</p>	<p>Complete</p>
<p>11.6 Forty-nine state conservation stories have been posted on TakeMeFishing.org. RBFF will leverage the TRACS information to post conservation stories for Idaho and DC on TakeMeFishing.org in the future.</p>	<p>Marketing/Digital</p>	<p>✓</p>	<p>Complete</p>
<p>11.7 A new email marketing system, Silverpop, was implemented and integrated with the new CMS system. This new system allows for enhanced targeting and tracking of email campaigns. RBFF can now track user email preferences by subscription type, which allows users to opt in to individual newsletters.</p>	<p>Marketing/Digital</p>	<p>✓</p>	<p>Complete</p>