

**Programmatic Assessment of the  
RECREATIONAL BOATING &  
FISHING FOUNDATION**



**Sport Fishing  
and Boating  
Partnership  
Council**

**FY 2007-2009**



PHOTO: TAKE ME FISHING

COVER PHOTO: BACKGROUND IMAGE BY RESEARCHGIRL/FLICKR

**Programmatic Assessment  
FY 2007–2009**

**Activities of the  
Recreational Boating & Fishing Foundation**

Report of the 2009 *Ad Hoc* Assessment Team  
to the Sport Fishing and Boating Partnership Council



May 26, 2010



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## REPORT SUMMARY AND FINDINGS

In response to declines in recreational boating and fishing participation, Congress passed the 1998 Sportfishing and Boating Safety Act. The Act required the Department of the Interior Secretary to implement a National Outreach and Communication Program (Program) to address recreational boating and fishing participation and promote conservation and responsible use of the nation's aquatic resources. In response, the Sport Fishing and Boating Partnership Council (SFBPC) developed a strategic plan for the Program and the Recreational Boating and Fishing Foundation (RBFF) was established in October 1998 expressly to carry out that plan.

RBFF is a nonprofit organization whose mission is to increase participation in recreational fishing and boating and thereby increase public awareness and appreciation of the need for protecting, conserving and restoring this nation's aquatic natural resources.

RBFF is funded by a Sport Fish Restoration Program (SFR) discretionary grant awarded through a competitive process. The U.S. Fish and Wildlife Service is responsible for administering the discretionary grant and provides a detailed accounting of the RBFF program and its activities to the Secretary of the Interior. For the period 2000–2010, RBFF has received \$106,134,314 in SFR funding.

The Act directs the Secretary of the Interior to conduct periodic reviews of the Program. Responsibility for the assessment was delegated to SFBPC, on behalf of the Secretary, through a 1999 memorandum of understanding which states the SFBPC “will monitor the implementation of the program, will evaluate effectiveness of the program by communicating regularly with its stakeholders, and will regularly report findings to the Secretary and the signatories of this agreement.”

The SFBPC undertook reviews of RBFF in 2002 and 2006. This assessment constitutes the third review of the RBFF and its implementation of the Program.

### **Conduct of the FY 2007–2009 Assessment**

In August 2009, SFBPC empanelled an eight-person Assessment Team to undertake a programmatic assessment of RBFF for the period FY 2007–2009. Collectively, the team comprises experience and expertise in recreational boating, fishing, aquatic resource conservation, program analysis and familiarity with the conduct and impact of RBFF's programs. In carrying out its review responsibilities, the SFBPC charged its Assessment Team to conduct its assessment in an independent, impartial and constructive manner.

The 2009 Assessment utilizes the evaluation framework developed for the *2006 Programmatic Assessment of RBFF, FY 2003–2006*, conducted by the SFBPC. The assessment evaluates the efforts of RBFF relative to five questions directly derived from the Program's legislative mandate:

1. Have RBFF activities had a positive impact on recruitment and retention of boaters and anglers?
2. Have Stakeholders found added value in the adoption of RBFF products?

3. Has RBFF increased the public’s knowledge of boating and fishing techniques, and its awareness of boating and fishing opportunities?
4. How has RBFF enhanced the public’s understanding of aquatic resources?
5. Have RBFF products and activities increased conservation and responsible use of aquatic resources by boaters and anglers?

**2009 Assessment Findings and Recommendations**

This assessment documents a great deal of work by RBFF centered on increasing boating and fishing, providing how- and where-to information on boating and fishing, as well as education and conservation efforts. In the three-year period examined, RBFF continued its *Take Me Fishing* and *Anglers’ Legacy* campaigns, expanded its marketing programs with state fish and wildlife agencies, and continued to expand its educational grants for aquatic education. RBFF’s programs and resulting outcomes are examined in detail in this report.

In the following table, the 2009 Assessment Team’s findings are presented alongside of the 17 recommendations presented in the 2006 Assessment, along with a page reference to where a larger discussion is presented in the following report.

**2006 Assessment Recommendations Outcome, FY 2007–2009**

<p>1. Identify improved metrics for measuring its impact on boating and angler participation at the state and regional levels (rather than using national metrics) through focused surveys, data mining, and other techniques directed at specific markets.</p>	<p>While RBFF’s reporting to FWS and SFBPC indicate this action was addressed, the Assessment Team found that RBFF frequently the changed and inconsistently presented its boater/angler recruitment/retention performance measures to stakeholders (page 22).</p>
<p>2. Develop methodology to demonstrate the relationship between consumer “impressions” and angler/boater recruitment and retention. Absent definitive proof that impressions from national media campaigns have a direct causal relationship with boating and fishing participation, RBFF should reexamine funding allocated to national media campaigns versus other programs conducted with, and to the benefit of its stakeholders.</p>	<p>A 2009 TMF.org website visitor questionnaire suggested that 33% of visitors to TMF.org report being “much more likely or somewhat more likely to fish” based on their experiences with the website. A 2008 survey found that TMF.org had a positive impact on the likelihood to go fishing in the next six months with 31% of respondents. When filtered by avidity, the most positive impact on the likelihood to go fishing occurred with lapsed anglers. There remains little direct evidence of how TMF.org impacts recruitment and retention (page 26).</p>

## 2006 Assessment Recommendations Outcome, FY 2007–2009

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| <p>3. Expand efforts to work with state natural resource agencies and industry partners in the design and implementation of pilot marketing programs to increase license sales and participation in boating and fishing. Work cooperatively with stakeholders to integrate pilot programs into the long-term operation of state agency programs.</p>   | <p>RBFF undertook six pilot programs and cooperative projects with over 30 states targeted at lapsed anglers. RBFF provided \$1.06 million in funding support, FY 2007–09 (page 13). RBFF undertook research and pilot program directed at lapsed Oregon boat registrations (page 40).</p>  |
| <p>4. Work closely with boating stakeholders to ensure its programs are meaningful to the boating sector and helping to increase boating participation. The current focus on “increased fishing from boats” and its definition of boating may prove too limiting to ensure the boating stakeholder sector’s long-term support of RBFF.</p>   | <p>RBFF-sponsored research finds fishing to be a strong pathway to boating, helping to unite stakeholders behind the theme that fishing is the gateway to increasing both fishing and boating participation (page 39). RBFF conducted the Oregon Boat Registration Renewal pilot (page 40) and is undertaking new efforts directed at better promoting boating access locations in the eastern United States (page 62).</p> |
| <p>5. Develop and institute improved survey methodology for determining stakeholder use of RBFF materials on annual or biennial basis. Ensure survey is easy for stakeholders to complete and provides timely and useful information for RBFF management.</p>  | <p>RBFF undertook stakeholder satisfaction surveys in 2006 and 2008 (page 36). While surveys provide many indications of stakeholder satisfaction with RBFF’s work, there are indications that efforts fall short of expectations for specific constituencies. In addition, RBFF does not define its “market core” stakeholders for the purposes of measuring performance (page 45).</p>                                    |
| <p>6. Conduct annual survey of state natural resource agency websites to determine level of RBFF cooperative material usage and look for new ways to assist agencies in their fishing, boating and aquatic conservation missions.</p>  | <p>During FY 2007–2009, RBFF undertook a partial survey on one occasion. Assessment Team conducted survey of state agency websites (page 47) and polled state agencies (page 48).</p>   |
| <p>7. Provide FWS with an annual accomplishments report, as required by the FWS Cooperative Agreement, which reports against the stated performance goal of “increasing public participation in recreational fishing and boating activities and increasing public awareness of the need for aquatic resource conservation.” In addition, produce an annual stakeholders’ report which provides a “bottom line” assessment of progress, identifying where objectives have and have not been met, and provide lessons learned and obstacles encountered.</p> | <p>RBFF provided annual reports to FWS as required with regular reporting to SFBPC as well. Annual reports also were prepared and distributed to stakeholders in 2007, 2008 and 2009 (page 43). A “bottom line” assessment as recommended in the 2006 Assessment has yet to be produced by RBFF.</p>  |
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## 2006 Assessment Recommendations Outcome, FY 2007–2009

<p>8. Disseminate existing and future research results in a manner that permits stakeholders to put RBFF findings into action; develop future research agendas in close collaboration with stakeholders.</p>	<p>RBFF undertook three distinct research efforts during FY 2007–2009: Fishing and Boating Participation Relationship Research, Oregon Market Research, and Special Report on Fishing and Boating (page 39). Each provided value to the boating and fishing community. It is not apparent, however, that a systematic process exists to consult with a broad range of stakeholders to define research needs and prioritize efforts (page 51).</p>
<p>9. Set as a strategic plan and annual work plan goal to document at least a 25 percent match in non-federal outside contributions to the organization’s projects. Assessment Team believes this match can be leveraged from the publicity value, cost-sharing and other leverage the RBFF program routinely attracts. It is not recommended that RBFF institute a “matching requirement” for its grant recipients and partners except where such leverage is advantageous to all parties.</p>	<p>RBFF did not achieve a 25 percent or higher match for Sport Fish Restoration funds received in FY 2007–2009. RBFF is working to ramp up its revenue production activities and is confident that it will be in a position to produce significant non-federal revenues to support its programs and demonstrate a 25 percent match by the end of FY 2010 (page 41).</p>
<p>10. Work with state natural resource agencies and other stakeholders to fine-tune the TakeMeFishing.org website to increase its effectiveness in educating the public regarding “how-to” and “where-to” boat and fish.</p>	<p>RBFF has made great strides in its efforts to increase the public’s knowledge of “how-to” and “where-to” boat and fish (page 55). To the future, RBFF will benefit from forging closer relationships with key stakeholders to provide the best information possible (page 59).</p>
<p>11. Continue to ensure that safe boating practices remain integral to all of RBFF programs, and provide website downloads and other outreach on important safety practices such as wearing lifejackets, carbon monoxide build-up, use of emergency cut-off devices, etc.</p>	<p>Safe boating and fishing remain integral to RBFF programs and the organization plays a role in enhancing awareness of safe and responsible boating and fishing (page 58).</p>
<p>12. Evaluate its future role in supporting National Fishing and Boating Week (NFBW) versus allocating the required staff effort and funding to other programs.</p>	<p>RBFF continues its support of NFBW with a minimal commitment of staffing and resources (page 56).</p>
<p>13. In cooperation with stakeholders, undertake an assessment of the full range of fishing and boating programs directed at children and newcomers. Such an evaluation would make recommendations for increasing their efficiency and effectiveness and RBFF would reallocate resources as appropriate.</p>	<p>RBFF is supporting the Reach20 project with the National Youth Marine Alliance to assess fishing and boating programs directed at children. Initial results are expected in 2010 (page 71).</p>

## 2006 Assessment Recommendations Outcome, FY 2007–2009

14. Develop improved capability to track educators' use of RBFF.org website and the adoption of best practices by educators.	2006 & 2008 stakeholder surveys identify educators as a distinct cohort and indicate some areas of concern. Aside from these surveys, RBFF has limited ability to track educators' use of RBFF.org and the adoption of best practices (page 73).
15. Consider directing additional resources for the National Fishing and Boating Education Grant Initiative because of its long-term recruitment potential and the ability to effectively measure the program's impact.	RBFF increased the scope of its educational grants program from a total of \$201,032 in 2005 to \$782,130 in 2009 (page 67).
16. Integrate conservation and responsible use into all aspects of its programs. RBFF should concentrate on working with state natural resource agencies to assist them in their conservation and aquatic education programs. Linking the purchase of a fishing license to an act of conservation, or promoting safe and ethical boating and fishing on a continuing basis are two actions that move RBFF toward fulfilling this mandate.	RBFF actively promoted purchase of state fishing licenses as an act of a conservation beginning in 2008. TakeMeFishing.org supported the sale of 10,673 fishing licenses in 2008 and 223,956 in 2009. RBFF also places the Sport Fish Restoration logo and/or conservation messages in the majority of its communication materials (page 77).
17. Work with FWS and the SFBPC to codify a single set of performance criteria and measures along with appropriate modifications to data collection systems. This will greatly enhance RBFF's accountability to Congress and the general public, improve data collection and quality, reduce redundancy and overall labor required by RBFF staff and greatly facilitate future assessments.	RBFF Board of Directors annually approves metrics based on its strategic planning. To date, RBFF, FWS, AFWA and SFBPC have yet to codify a single set of performance criteria (page 22).

Overall, the Assessment Team found RBFF to have worked hard to accomplish its recreational fishing and boating mission and to incorporate the recommendations of the 2006 Council Assessment. RBFF has worked diligently with its stakeholders to increase the ranks of boaters and fishermen. For example, it has utilized research and innovative marketing techniques to assist states in increasing fishing license holders and boating registrations. With this overall positive performance in mind, a summary of the 2009 Assessment Team's report findings and recommendations follows. In developing recommendations, the Assessment Team intentionally avoided dictating policy, as this is the proper role of the RBFF Board of Directors in consultation with SFBPC, FWS, AFWA and other stakeholders.

### **Question 1**

#### **Impact on Recruitment and Retention (findings & observations, p 22–32)**

The 2009 Assessment Team restates the need for RBFF (in consultation with the SFBPC and FWS), to develop and consistently report against a comprehensive set of improved and simplified measures of success. Over the period reviewed, RBFF frequently changed and inconsistently presented its boater/angler recruitment/retention performance measures to stakeholders. To facilitate a more useful set of performance metrics, the Assessment Team has realigned the metrics for assessing RBFF impact on recruitment and retention of boaters and anglers.

RBFF has accomplished a great deal in working with state natural resource agencies to assist them with marketing and outreach to lapsed anglers and other market segments. The overall return on investment appears to vary significantly across all state efforts. The challenges of converting pilots to programs, and sustaining these programs over time at the state level are yet to be resolved, as noted in the 2006 Assessment. Based on preliminary results from the 2009 direct mail marketing efforts, now may be the time to move from a top-down to a bottom-up approach and provide incentives to states to try new innovative tactics. These tactics should be designed for replication in other states if successful, and should include adequate evaluation processes and accountability for sharing results with the larger community.

To continue to foster the greatest amount of innovation, RBFF has the opportunity to empower the states to decide how best to utilize RBFF funding and expertise to recover lapsed anglers. To this renewed effort RBFF is in a strong position to bring staff expertise, best practices (including performance measures and evaluation), seed money and an ability to share learnings with the larger community through case studies posted on a common website.

States are the key delivery point for fishing and boating participation, license sales, boat registrations, fisheries management and aquatic education. A major measure of success for RBFF is its ability to help states be more effective—to bring added value to state agency efforts to increase participation in boating and fishing. It is important for RBFF to develop and maintain solid, two-way communications with each of its state partners. The program will greatly benefit from being adaptive and building on learnings that are mutually accepted and promoted rather than delivered in a top-down manner.

RBFF is fully cognizant of the need to energize its boating focus and demonstrate to its boating constituency that boating is not secondary to fishing for the organization. Similar to its States Initiatives, RBFF has embarked on conducting a series of state pilot programs, adapting lessons learned with the intention of rolling out an integrated program nation wide. However, at the end of 2009, while 35 states have participated in one or more fishing-related campaigns, only one boating pilot has been launched.

RBFF's activities help drive revenue that benefits the Sport Fish Restoration (SFR) Program. Its overall contribution, however, is unknown. Rather than attempt to divert limited resources to quantifying this complex equation, RBFF's program should

continue to promote the importance of a strong, enduring SFR program, and help increase public awareness of the program's vital recreational and conservation benefits.

The Take Me Fishing.org website represents a powerful tool for recruiting new anglers and boaters. It provides a wealth of “how-to” and “where-to” information in a centralized location under the *Take Me Fishing* banner. As was the case with the earlier media campaigns where there was the recognized need to move beyond “consumer impressions” to actual participation, the TakeMeFishing.org website must demonstrate conversion from website visits to participation in boating and fishing. This translates into the need for a greater call to action on the website and demonstrating that visitors are going fishing or boating as a result of raising their awareness and knowledge online. Tracking the number of visitors to TakeMeFishing.org that go to individual state fishing pages (annual referrals) is an excellent example of meeting this measure of success.

*Anglers' Legacy* is one of the most robust and measurable of RBFF activities with a clear call to action. It provides individuals with the opportunity to pass the angling tradition along to someone new, and it is supported by professional anglers, manufacturers and many others. Its appeal to those who love “being on the water,” the tangible involvement of the boating and fishing industry, and the program's ability to recruit new participants make *Anglers' Legacy* an important part of RBFF's programs.

## **Question 2**

### **Added Value to Stakeholders (findings & observations, p 44–52)**

The 2006 and 2008 stakeholder surveys provide many indications of stakeholder satisfaction with RBFF's work. These can be viewed as indications that RBFF is responsive to the interests of many stakeholders. But there are also signs that RBFF efforts are falling short of expectations for specific constituencies, especially boating, education and conservation.

RBFF has a stated objective to “demonstrate use of RBFF products by stakeholders.” Unfortunately, it was unable to determine the number of organizations utilizing RBFF products in FY 2007–2009 because of the limitations of its stakeholder database. RBFF needs to develop the capability to answer such questions as “how many state agencies have utilized one or more RBFF products?”

Many of the stakeholders that have ongoing projects with RBFF, that RBFF has recognized and that are actively named on RBFF's website have no obvious connection with the *Take Me Fishing* or *Anglers' Legacy* brands on their own websites. Absent targeted communications with core stakeholders, the reasons for this lack of reciprocity can only be speculated.

To partially gauge the impact of RBFF programs on state natural resource agencies, the Assessment Team conducted a survey of state agency websites and polled state agency personnel. The results illustrate the benefits of targeted stakeholder polling.

Given the central role that state boating and fishing agencies play in recreational fishing, boating, aquatic education and other matters central to RBFF's mission, the Assessment

Team believes that RBFF should work with each state to agree on actions both partners will implement to ensure RBFF is providing valued support to the state's efforts on behalf of boating and fishing. The Assessment Team recommends that the SFBPC request a "State of the States" report from RBFF on a biennial basis outlining each state's relationship and expectations. This action, along with each state working with RBFF to ensure the TakeMeFishing.org state site is accurate and "angler/boater-ready," will go a long way towards strengthening its partnership with state agencies.

Collectively, RBFF-sponsored research has provided important insights into why individuals boat and fish, ethnic and gender distinctions, and barriers to participation. RBFF continues to produce timely and valuable research on topics of importance to its angling and boating stakeholders. The Fishing and Boating Participation Relationship Research provides evidence for fishing being a strong pathway to boating—an assumption built into many of RBFF's programs. The Oregon Boating Registration project is another example of targeted research at a time when many states nationwide are undergoing a decline in overall boat registrations. It is also aimed directly at the boating segment at a juncture when boating stakeholders have made it clear they want to see RBFF more fully engaged in boating. It is not apparent, however, that a systematic process exists to consult with a broad range of stakeholders to define research needs and prioritize efforts. Development of a research agenda in collaboration with stakeholders will assist in providing transparency and consistency to establishing future research projects.

RBFF funding comes almost exclusively from SFR Program dollars. In this current period of tight state budgets and reduced revenue for aquatic resource management, it is even more critical that RBFF hold itself to the same standards as states in receiving SFR funds and generate a 25 percent or better non-federal match. RBFF is working to ramp up its revenue production activities and is confident that it will be in a position to produce significant non-federal revenues to support its programs and demonstrate a 25 percent match by the end of FY 2010. The Assessment Team encourages RBFF to continue to move forward in addressing this issue and calls on both the SFBPC and FWS to assist RBFF with its efforts.

### **Question 3**

#### **How-to and Where-to Information (findings & observations, p 59–62)**

RBFF publicizes TakeMeFishing.org as "the premier online destination for boaters and anglers to learn, plan and equip for a day on the water." The website has undergone vast improvements since it was first launched in 2005, and the 2009 Assessment Team found the overall look and feel of TakeMeFishing.org to be attractive and engaging. The site's current design/architecture is well received by visitors with the majority indicating that they easily found the information they were seeking. In addition, TakeMeFishing.org ranks high in search engines as a result of RBFF being actively engaged in search engine marketing and the site's growing popularity.

RBFF has taken great strides forward in its efforts to increase the public's knowledge of "how-to" and "where-to" boat and fish. To the future, RBFF will benefit from forging closer relationships with key stakeholders to provide the best information possible. RBFF

has assembled a database of over 12,000 places to boat and fish around the country. The result is remarkable in scope, but data quality is too often inconsistent and incomplete as compared to similar data available to the public by many state agency websites. While the broad acclaims for the TakeMeFishing.org improvements are well-deserved, the quality of how-to” and “where-to” information is inconsistent. In some instances specific “how-to” and “where-to” information is useful and complete, while other searches found inaccurate and incomplete information.

The Assessment Team’s concept of success for TakeMeFishing.org and RBFF lies in the development of a collaborative partnership with each state where RBFF defines how it can best promote each state’s boating and fishing opportunities. For states with strong resources, TakeMeFishing.org should promote those resources. For states working to improve their boating and fishing access information, RBFF should assist them in that effort. A similar opportunity exists to improve the “how-to” areas of TakeMeFishing.org. RBFF should partner with agencies and professional organizations to keep their web pages accurate and timely. Another distinct benefit of this partnership approach is that the state agencies and other partners become responsible for ensuring the accuracy of the information, not RBFF. It also opens up the opportunity for RBFF to provide a service by sharing its “expertise” in assisting states with developing key information about angling and boating where it is lacking. RBFF can elect to focus on providing state agencies with a better tool for state tool kits rather than establishing a competing tool. Feedback received from state contacts suggests they are looking for more collaboration and flexibility from RBFF rather than competition for the “best website.” The end result is that RBFF becomes more active in promoting their stakeholders’ efforts, rather than merely requesting stakeholders promote RBFF’s products.

RBFF has played an important role in supporting National Fishing and Boating Week but the overall benefits of RBFF’s continued support for the program remains unclear.

Safe boating and fishing remain integral to RBFF programs and the organization continues to play a role in enhancing awareness about safe and responsible boating and fishing.

A final point concerns fishing and boating access. RBFF is beginning to work with states and the U.S. Fish and Wildlife Service in the eastern United States to develop a database of all public access points. This is a vital project with direct benefits to boating and fishing participation.

#### **Question 4**

##### **Aquatic Education (findings & observations, p 72–73)**

RBFF’s National Youth Fishing and Boating Grants contributed to increasing knowledge and enthusiasm for boating and fishing at targeted schools, parks and clubs with continued success being limited primarily by available funding. RBFF has expanded the program, increasing available grants funds from \$200,032 in FY 2004 to \$782,130 in FY 2009. The number of youth served also expanded as the grants program continued to fund aquatic education programs with schools, parks and clubs. RBFF has also moved to provide the program with greater accountability and transparency through the

naming of an Education Task Force and implementing a stronger grant awards process. The Assessment Team reaffirms the importance of this grants program and encourages RBFF to continue to expand the program. It is also important for RBFF to initiate an evaluation of the program utilizing its own *Guide to Program Evaluation* to distribute the results distributed to partners and the larger aquatic education community, and to utilize the evaluation's learnings in framing future direction. RBFF is encouraged to continue to fund both in-depth school-based programs such as *Physh Ed*, as well as programs serving broader audiences.

RBFF's *Best Practices* suite continues to provide an important contribution to the aquatic education community. RBFF's development of *Best Practices* is an example of where RBFF and its educational stakeholders 1) identified a need, 2) utilized experts within the community to develop the product, 3) cooperated to distribute the product, and 4) moved on to the next need.

The addition of the *Guide to Program Evaluation* also makes an important contribution, and one that RBFF itself has the opportunity to use in evaluating its own *National Youth Fishing and Boating Grants* program.

With the growth and impact of TakeMeFishing.org, RBFF has the opportunity to more fully integrate education into the overall *Take Me Fishing* brand. RBFF.org once provided a set of select educational resources gleaned from stakeholders on its website. While RBFF elected to stop offering this service, RBFF continues to be in a unique position to feature a "Top 50" of their stakeholders' most used aquatic resources, along with links to the contributing stakeholders. Many of these resources remain challenging for volunteer leaders and others to locate and this would be another way for RBFF to support the work of its stakeholders. Lastly, the Assessment Team encourages RBFF to work with appropriate stakeholders to increase the overall impact and value of TakeMeFishing.org's educational pages.

### **Question 5**

#### **Conservation and Responsible Use (findings & observations, p 81–83)**

RBFF is in a strong position to continue to work cooperatively with its stakeholders in efforts to promote a strong conservation and responsible use message. RBFF has continued to work at finding meaningful ways of addressing the conservation aspect of its mission. The Assessment Team's review of the TakeMeFishing.org site, however, found the opportunity to improve both the content and the impact of its conservation message on the website. With the development of an increasingly impactful website, RBFF has the opportunity to work with federal and state natural resource agencies and other conservation stakeholders to identify "best of conservation" content that already exists and present it in a readily available and interesting format on TakeMeFishing.org.

RBFF has actively worked to tie the SFR message to ongoing RBFF communications. RBFF is encouraged to continually look for ways to assist angling and boating stakeholders in conveying the SFR program and its importance to the general public.

The SFR message on TakeMeFishing.org will become much more compelling with the provision of specific examples and images that convey to the viewer SFR's vital contribution to boating, fishing and the aquatic environment.

The Assessment Team believes RBFF's efforts to link the purchase of state fishing licenses to "an act of personal conservation" is laudable, and encourages RBFF to continue to emphasize this effort. There is also the opportunity to expand messaging to encourage non-anglers to understand how purchasing state fishing licenses, boat registration and other similar actions demonstrates their support for aquatic habitat conservation and management.

The link between anglers and boaters and aquatic stewardship is an important relationship. RBFF is encouraged to keep this topic on its research agenda, and to integrate the ethical boating and angling message into TakeMeFishing.org and all its outreach and communications efforts.

#### **Recommendations to Increase Reach and Impact**

1. RBFF, AFWA, FWS and SFBPC should work together to identify a mutually agreed-upon set of performance measures by the end of 2010. These measures should form the basis of RBFF annual reporting to the FWS and SFBPC, and should be revisited by the three parties on a regular basis.
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.
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.
4. Develop databases and processes that allow RBFF to assess its performance relative to specific stakeholder interests (fishing, boating, education, conservation, etc.). Performance should be measured and reported on an ongoing basis to stakeholders.
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 should provide a "state of the states" report to SFBPC biennially.
6. Formally track and report to SFBPC all RBFF efforts to raise a 25 percent or greater non-federal match to the SFR funds received that year.
7. Develop a Future Research Agenda in collaboration with stakeholders. Report on the process of addressing this agenda annually to SFBPC and FWS.
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 should link to it. Where such information is lacking, RBFF should help create it.
9. Develop partnerships with appropriate stakeholders to produce and maintain "how-to" sections of TakeMeFishing.org and enhance the conservation and stewardship pages.

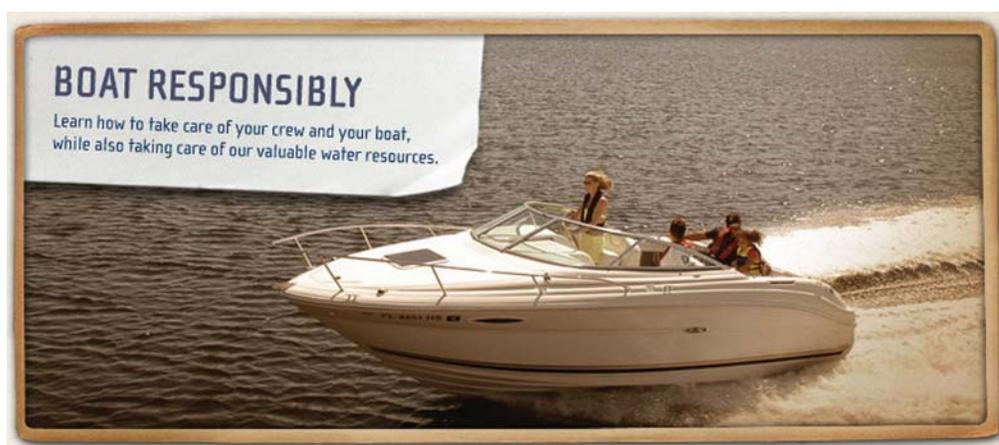
10. Undertake an evaluation of the National Youth Fishing and Boating Initiative utilizing the *Guide to Program Evaluation* as a model for determining short- and long-term impact of such programs. Distribute results to partners and initiate appropriate changes to the grants program.
11. Develop a Conservation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

As part of the review process, the RBFF Board of Directors and staff were briefed on the Assessment report's content and provided an opportunity to respond formally to the report's findings. RBFF's June 21, 2010 letter to the SFBPC is included in this report as Addendum A.

This marks the third programmatic assessment undertaken by SFBPC of the Recreational Boating and Fishing Foundation. It remains the joint responsibility of FWS, SFBPC and RBFF to ensure that a single set of measurements are developed, approved, tracked and reported against. It is anticipated that RBFF will annually report to FWS, SFBPC and other stakeholders on its accomplishments measured against this set of performance goals. It is also the continuing responsibility of both FWS and SFBPC to provide consistent and constructive input to RBFF, especially in terms of fundraising and staffing.

The SFBPC will formally undertake the next three-year assessment of RBFF, as required by law, in 2013.

The Assessment Team would like to thank the RBFF Board of Directors and staff for their responsiveness and candor throughout the conduct of this assessment.



TAKEMEFISHING.ORG SAMPLE PAGE

## INTRODUCTION

**In September 1998, a group of individuals dedicated to angling and boating formed the initial board of directors for a new nonprofit entity known as the Recreational Boating and Fishing Foundation (RBFF or Foundation).**



RBFF was formed specifically to recruit and retain recreational boating and fishing participants while encouraging a conservation ethic and respect for the aquatic resource. Its founding mission was “to implement an informed, consensus-based national outreach strategy that will increase participation in recreational angling and boating and thereby increase public awareness and appreciation of the need to protect, conserve, and restore this nation’s aquatic natural resources.” This ambitious mission was to be achieved through the pursuit of five objectives:

1. Create a top-of-mind recreational boating and fishing campaign to develop awareness, trial and continued participation;
2. Educate people how and where to boat and fish;
3. Target market segments and create messages that address each segment’s specific needs;
4. Educate stakeholders on marketing, outreach and implementation of national strategies to targeted user groups; and
5. Make availability of, and access to, boating and fishing locations easy and simple.

Creation of RBFF was the direct result of efforts arising from the Sportfishing and Boating Safety Act of 1998 (Act) which directed the Secretary of the Interior to “develop and implement, in cooperation and consultation with the Sport Fishing and Boating Partnership Council (SFPBC or Council), a national plan for outreach and communications” directed at addressing the decline in recreational fishing and boating. The national plan was drafted with input from 11 national stakeholder meetings hosted by the Council in which more than 400 individuals participated. The Council drafted a Strategic Plan for the National Outreach and Communication Program (Program), which Secretary of the Interior Bruce Babbitt approved in February 1999 (Exhibit 1).

Recognizing the need for a non-profit organization to spearhead implementation of the strategic plan, RBFF was formed. In March 1999, the U.S Fish and Wildlife Service (FWS) and RBFF signed a cooperative agreement to provide financial support to RBFF for professional marketing expertise needed to implement the National Outreach and Communications Program. In July 1999, an RBFF Chief Executive Officer was hired and began the process of hiring permanent staff and establishing an office in Alexandria, VA.

In September 1999, FWS, SFBPC and the International Association of Fish and Wildlife Agencies (now the Association of Fish and Wildlife Agencies or AFWA) entered into a memorandum of understanding (MOU) with RBFF establishing the framework for a “collaborative effort to implement the National Outreach and Communications Program.” The MOU states the SFBPC “will monitor the implementation of the Program, will evaluate effectiveness of the program by communicating regularly with its stakeholders and will regularly report findings to the Secretary of the Interior and the signatories of this agreement. The original MOU was in force, as amended, through 2009, when a new MOU was executed (Exhibit 2).

Funding for RBFF is provided by a discretionary grant, awarded through a competitive process, with funds collected through the Sport Fish Restoration and Boating Trust Fund, and administered by FWS. For the Years 2000–2010, the Foundation has received \$106,134,314 in federal appropriations authorized from the Sport Fish Restoration account (see page 41 for further discussion). A funding history is presented in Table 1.

Table 1 | **RBFF: Appropriation History, 2000–2010**

Fiscal Year*	Federal Appropriation
2000	\$5,000,000
2001	\$6,000,000
2002	\$7,000,000
2003	\$8,000,000
2004	\$10,000,000
2005	\$9,790,000
2006	\$9,790,000
2007	\$10,773,941
2008	\$12,305,981
2009	\$13,758,009
2010	\$13,716,383
Total	\$106,134,314

\*Funding by RBFF Fiscal Year (April 1– March 30); Federal Appropriations are previous Federal FY (October 1– September 30) — e.g., RBFF FY 2009 funded with Federal FY 2008. (Source: RBFF, pers. comm.)

Under authority of the Act, FWS acts as liaison between the RBFF, SFBPC, AFWA and other stakeholders. The FWS is also responsible for administering the discretionary grant and provides a detailed accounting of the program and its activities to the Secretary of the Interior.

## Assessment Responsibility and Prior Assessments

The Sportfishing and Boating Safety Act of 1998 requires that the Secretary of the Interior undertake a review of the Plan “periodically, but not less frequently than once every 3 years.” This responsibility was delegated to the SFBPC via the 1999 and 2009 memoranda of understanding, which state the SFBPC “will monitor the implementation of the Program, will evaluate effectiveness of the program by communicating regularly with its stakeholders and will regularly report findings to the Secretary and the signatories of this agreement.”

In 2002, the SFBPC undertook the first review resulting in the report Implementation of the Strategic Plan for the National Outreach and Communication Program, a progress report to the Secretary of the Interior. The 2002 review provided a foundation for a comprehensive assessment conducted in 2006.

The Programmatic Assessment of the Recreational Boating and Fishing Foundation, FY 2003–2006 (2006 Assessment) evaluated the efforts of RBFF relative to five questions that are tied directly to the Sportfishing and Boating Safety Act and the National Outreach and Communications Program:

1. Have RBFF activities had a positive impact on recruitment and retention of boaters and anglers?
2. Have Stakeholders found added value in the adoption of RBFF products?
3. Has RBFF increased the public’s knowledge of “how-to” boat and fish, and its awareness of boating and fishing opportunities?
4. How has RBFF enhanced the public’s understanding of aquatic resources?
5. Have RBFF products and activities increased conservation and responsible use of aquatic resources by boaters and anglers?

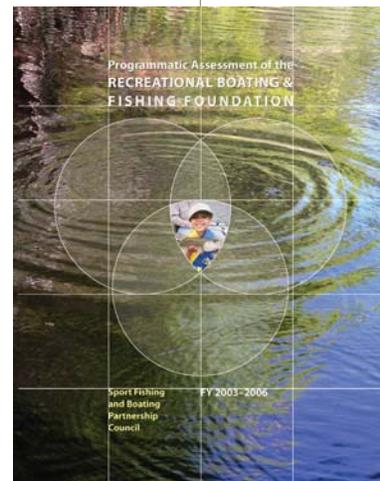
The 2006 Assessment presented a set of findings and recommendations to the Secretary of the Interior and the RBFF Board of Directors in early 2007. The assessment was intentionally designed to be replicated in future years.

## 2009 Assessment Process

### Scope

The 2009 Assessment examines RBFF activities from April 1, 2006, through March 31, 2009 (RBFF FY 2007–2009). FY 2010 information is also utilized as available and pertinent.

In carrying out its review responsibilities, the SFBPC utilized an independent Assessment Team to provide an impartial review process and present all findings in a constructive manner.



SFBPC RBFF ASSESSMENT REPORT FY 2003-06

### Step 1: Confirm Assessment Criteria and Process

In a June 5, 2009 letter, the SFBPC notified RBFF of their intent to conduct the required assessment of RBFF’s activities in implementing the National Outreach and Communication Program (Exhibit 3). To conduct this compulsory assessment, the Council empanelled an eight-person Assessment Team that represents a cross section of organizations interested and experienced in recreational fishing and boating, and familiar with the conduct and impact of RBFF (Table 2). The Team was staffed by Whitney Tilt as principal investigator and D.J. Case & Associates as project consultant.<sup>1</sup> Doug Hobbs, SFBPC Coordinator for FWS, acted as liaison between the Assessment Team, FWS and SFBPC. Initial scoping work began July 13, 2009.

Table 2 | Assessment Team

Douglass Boyd (chair) Vice-Chair, SFBPC and Board, Coastal Conservation Association Boerne, TX	Noreen Clough Principal NKC Consulting, Inc. Clermont, FL
Betty Huskins Member, SFBPC & Southeastern Tourism Policy Council Linville Falls, NC	Jim Hardin Compliance Manager Grady-White Boats Greenville, NC
David Hagengruber Angler & Hunter Education Coordinator Montana Fish Wildlife & Parks Helena, MT	Stephen Perry Chief, Inland Fisheries Division New Hampshire Fish and Game Department Concord, NH
Ann Miller Aquatic Education Coordinator Texas Parks & Wildlife Department Austin, TX	Susan Silberman, Ph.D. Senior Research Advisor AARP Washington, DC
<b>SFBPC Liaison &amp; Principal Investigator</b>	
Doug Hobbs SFBPC Coordinator U.S. Fish and Wildlife Service Arlington, VA	Whitney Tilt Principal Investigator/Project Manager D.J. Case & Associates (subcontractor) Bozeman, MT

The 2006 Assessment Team utilized an analysis framework developed by Dr. Steven Yaffee and colleagues at the University of Michigan.<sup>2</sup> Conduct of the 2009 Assessment was based on a foundation provided by the 2006 Assessment and five principal documents: *Sportfishing and Boating Safety Act of 1998*, *Strategic Plan for the National Outreach and Communication Program (1998)*, *1999 Memorandum of Understanding*,

<sup>1</sup> Whitney Tilt is principal of Conservation BenchMarks in Bozeman, Montana. His qualifications include co-author of the Programmatic Evaluation of the U.S. Fish and Wildlife Service Fisheries Program, FY 2004 (co author-2005), Independent Evaluation of the Effectiveness of the U.S. Fish and Wildlife Service’s National Wildlife Refuge System 2007 (co-author 2008), National Fish Habitat Action Plan (consultant for drafting 2006), Partnership Agenda for Fisheries Conservation (committee member and co-author 2002) and Saving a System in Peril: A Special Report on the National Fish Hatchery System (committee member and co-author 2000).

<sup>2</sup> See *Measuring Progress, a Guide to the Development, Implementation, and Interpretation of an Evaluation Plan*—a publication of the Ecosystem Management Initiative, School of Natural Resources, University of Michigan at: <http://www.snre.umich.edu/ecomgt/evaluation/templates.htm>.

*2002 Implementation of the Strategic Plan for the National Outreach and Communication Program* report, and the *Programmatic Assessment of the Recreational Boating and Fishing Foundation, FY 2003–2006*.

The same questions, on which the 2006 Assessment was based, formed the foundation for the 2009 Assessment (page 3). These five questions are intentionally framed in simple, direct language aimed at the intended beneficiaries: boaters and anglers, the recreational boating and fishing industry, and the aquatic resources on which boating and fishing depend. For each of these questions, a set of indicators (measures) was developed along with one or more benchmarks (comparisons) against which to measure changes in the indicators.

### **Step 2: Conducting the Assessment**

Beginning in July 2009, the principal investigator met with RBFF staff and others to gather data and began to assess RBFF programs in light of data provided. Most of the information was provided by RBFF staff and consisted of a wide range of published and unpublished material, including summaries and reports, correspondence, financial statements and databases prepared by RBFF professional staff, consultants and others. Selected data are summarized throughout the report and/or appended. Data tables presented in this report were reviewed by RBFF staff for accuracy. All data provided to the Assessment Team have been inventoried and are available for review. An inventory of the resources examined and utilized in this assessment is presented in Exhibit 4. Data have been archived on DVD discs and filed with the FWS and SFBPC as part of this report.

The Assessment Team conducted its assessment through a series of telephone conference calls, face-to-face meetings and outside interviews with Foundation staff, Board of Directors members and stakeholders. A survey of state natural resource agency websites was conducted and a questionnaire sent to all state natural resource agencies. Efforts formally commenced in July 2009 with a scoping meeting with RBFF senior staff and concluded in May 2010 with presentation of the team's report to the SFBPC, the RBFF Board of Directors in June 2010, and formal subsequent transmittal to the Secretary of the Interior.

**Note on Fiscal Years.** The RBFF fiscal year runs from April 1–March 30. The federal fiscal year runs October 1–September 30. In general, RBFF reports to the FWS and SFBPC on its activities on the basis of its fiscal year. However, many references are also made to activities conducted in the calendar year (CY). This assessment attempts to be consistent and report activity either on the basis of RBFF's fiscal year (marked "FY") or the calendar year (simply the year). In some cases the data are too vague to determine exact timeframe. Where this is vital to the assessment report, the discrepancy is noted.

### **RBFF Mission and Governance**

RBFF is incorporated in the Commonwealth of Virginia, and is operated as an educational organization in accordance with Section 501(c)(3) of the U.S. Internal Revenue Service.

According to its bylaws, the Foundation's primary purpose is to work with state agencies and other organizations to educate and develop the skills and knowledge of the public regarding recreational boating and fishing, with a special emphasis on conservation, and to thereby develop and promote those activities. The Foundation's FY 2009 Strategic Plan provides a fuller mission statement.

*Mission of RBFF: To implement an informed, consensus-based national outreach strategy that will increase participation in recreational angling and boating and thereby increase public awareness and appreciation of the need to protect, conserve, and restore this nation's aquatic natural resources.*

RBFF is governed by a volunteer Board of Directors, serving three-year terms. The Board consists of one non-voting representative and no fewer than four and no more than 24 directors, appointed as follows:

1. Twenty-three of the Directors and one Non-Voting Representative shall be appointed by the organizations listed below and in accordance with the following:
  - a. U.S. Fish and Wildlife Service (one Non-Voting Representative)
    - i. U.S. Fish and Wildlife Service Director, or designee
  - b. Association of Fish and Wildlife Agencies (seven seats)
    - i. Executive Vice President of AFWA, or designee
    - ii. State Fish & Wildlife Agency Director
    - iii. State Fisheries Chief
    - iv. State Aquatic Education Coordinator
    - v. State Information/Education/Outreach/Marketing Chief
    - vi. State Boating Access Coordinator
    - vii. State Boating Law Administrator
  - c. National Marine Manufacturers Association (five seats)
    - i. NMMA President, or designee
    - ii. Boat Dealer
    - iii. Marina Representative
    - iv. Boat Engine Manufacturer
    - v. Boat Manufacturer
  - d. American Sportfishing Association (five seats)
    - i. ASA President, or designee
    - ii. Tackle Manufacturer
    - iii. Tackle Sales Representative
    - iv. Tackle Retailer/Wholesaler
    - v. American Fly Fishing Trade Association (AFFTA) Representative
  - e. NMMA and ASA Jointly (one seat)
    - i. Mass Retailer of Fishing/Boating Accessories
  - f. Sport Fishing and Boating Partnership Council (five seats)
    - i. Grassroots Conservation/Advocacy Organizations (two seats)
    - ii. At-large (three seats)
2. The Directors then in office may appoint one of the Directors.

#### Nomenclature and Definitions

**INDICATOR:** An attribute that can be measured or described and is used to answer one or more evaluation questions.

**BENCHMARK:** A comparison allowing assessment of change in an indicator.

## Strategic Plans and Expenses by Program Area

RBFF has consistently worked to describe its programmatic objectives in a series of strategic plans. The Board of Directors has approved strategic plans for FY 2005-2010, FY 2008, FY 2009, and FY 2010. Over the course of FY 2007 to FY 2009, the strategic objectives have changed in structure and emphasis as RBFF works to refine its direction and effectiveness. The organization's core focus, however, is evident in RBFF's FY 2009 Strategic Initiatives:

- **Brand:** Continue to build equity in the *Take Me Fishing*<sup>TM</sup> brand in order to support stakeholder marketing efforts to increase participation.
- **Anglers' Legacy:** Mobilize the avid angler to serve as a recruitment arm for introducing non participants to recreational boating and fishing.
- **States:** Mobilize states to increase fishing license sales by implementing an integrated marketing program targeted towards lapsed anglers.
- **Education:** Use funding, expertise and program guidance to educate and encourage participation in recreational boating and fishing among youth and their families.
- **Boating:** Enhance efforts of boating stakeholders to increase recreational boating participation.

Program expenses provide a snapshot of an organization's priorities and level of effort. Table 3 provides a general budget compilation for FY2004–06 presented by the 2006 Assessment aligning budget expenditures by general program activities.

Table 3 | Budget Allocations, FY 2004 and 2006 (percentage of total expenses)<sup>3</sup>

Functional Expense	FY 2004	FY 2006
National Media Campaigns	60%	50%
Outreach	16%	15%
Targeted Initiatives	9%	13%
Evaluation & Research	3%	3%
Operations	12%	19%

The 2009 Assessment undertook a similar effort to organize functional expenses by general program area for FY 2006–2009, as presented in Table 4. Similar to earlier efforts, program expenses in FY 2006 and 2007 were presented under a different set of strategic initiatives and do not align directly with those presented in FY 2008–2009. The Assessment Team includes FY 2006–2007 here for the sake of a rough comparison.

Consistent with earlier years, RBFF has expended 65–70 percent of its budget directed at efforts to build and support its brand campaigns with the largest line items within these initiatives being professional fees/consulting and salary.

<sup>3</sup> Programmatic Assessment of the Recreational Boating and Fishing Foundation, FY 2003–2006, SFBPC, page 89.

Table 4 | RBFF Program Expenses, FY 2006–2009\*

Functional Expense/Fiscal Year	2006	2007	2008	2009
Take Me Fishing/ <i>Anglers' Legacy</i> <sup>1/</sup>	\$7,567,617	\$7,442,168	\$9,466,606	\$8,889,502
Stakeholder Outreach	\$1,248,582	\$2,333,288	--	--
Research & Evaluation	\$440,080	\$734,346	--	--
Product Development, Mgt. & Main.	\$534,194	\$418,094	--	--
States Initiatives	--	--	\$1,083,297	\$2,527,101
Education	--	--	\$913,822	\$1,005,791
Other Initiatives	--	--	\$660,503	\$535,845
Management/Office Operations	\$840,300	\$869,229	\$743,315	\$786,321
<b>Total</b>	<b>\$10,630,773</b>	<b>\$11,797,125</b>	<b>\$12,867,543</b>	<b>\$13,744,560</b>

\* Strategic Initiatives under which program expenses were presented were changed from FY 2006-2007 to FY 2008 – 2009.

<sup>1/</sup>Category titled "Consumer Advertising and Public Relations" in FY 2006 and FY 2007.



RBFF'S MISSION IS TO IMPLEMENT AN INFORMED, CONSENSUS-BASED NATIONAL OUTREACH STRATEGY THAT WILL INCREASE PARTICIPATION IN RECREATIONAL ANGLING AND BOATING AND THEREBY INCREASE PUBLIC AWARENESS AND APPRECIATION OF THE NEED TO PROTECT, CONSERVE, AND RESTORE THIS NATION'S AQUATIC NATURAL RESOURCES. (PHOTO: MRSPIP/Flickr)

### **Assessment Organization**

This assessment is organized by five evaluation questions. For each of these questions, the following is provided:

**Context** within which the question is asked relative to the Foundation, recreational boating and fishing, and aquatic resource management;

**Basis for Assessment** describing the evaluation question, information requested by the Assessment Team, and data received;

**Assessment Metrics** presenting indicators, measures, benchmarks and performance;

**Presentation of Activities;**

**Findings and Observations** of Assessment Team relative to the Assessment; and

**Recommendations to Increase Reach and Impact** for consideration by the Foundation Board of Directors as they continue to direct the Foundation's programs in the future.

# PROGRAMMATIC ASSESSMENT

## RBFF's Definition of Boating

With an interest in targeting limited resources to produce the greatest benefit to both boating and fishing and generate widespread stakeholder support, RBFF chose to focus on that “place where boating and fishing live together.” Focusing on fishing from a boat and boating related to fishing, RBFF sought to provide a platform for both the boating and fishing communities to work together on a common agenda, without splitting resources and reducing an already limited budget for national outreach.

RBFF focuses on boats generally used and suitable as platforms for fishing. A variety of boats are depicted in ads, with sailboats and personal watercraft purposely excluded. While oar and paddle boats (canoes, driftboats, etc.) are commonly used for fishing and represent a growth sector in boating, they have largely been excluded from RBFF's boating community as these types of boats don't pay a gas tax and therefore make no direct contributions to the Sport Fish Restoration Program.

From discussions with RBFF staff and Board, the Assessment Team understands that RBFF is highly aware that its definition of boating omits portions of the larger boating community such as oar craft and sailboats. At this time they elect to keep their focus on power craft while remaining mindful of opportunities to expand their community of boating stakeholders.

## :: Question 1 ::

**Have RBFF activities had a positive impact on recruitment and retention of boaters and anglers?**

### Context

Recreational fishing and boating remain two of America's most popular outdoor pastimes. An estimated 50 million anglers went fishing in 2008, generating billions of dollars in retail sales across the country. Fishing is considered a “gateway” activity leading to involvement in other outdoor activities such as boating.<sup>4</sup> More than 70 million adults participated in recreational boating in 2008, owning some 17 million boats. Overall, boating and its associated activities drove an estimated \$33.6 billion into the nation's economy through boat and engines sales, fuel purchases, docking fees and more.<sup>5</sup> In addition, recreational boaters and anglers generate hundreds of millions of dollars in excise taxes each year (\$404.5 million in 2009) that return to states and local communities through the Sport Fish Restoration Program to fund boating, fishing and aquatic resource conservation activities.

### Basis for Assessment

The 1998 Strategic Plan and 2002 SFBPC Assessment recommended RBFF's success be measured by increased boating and fishing participation, increased revenue from excise taxes, and more anglers using boats. The 2006 Assessment identified five indicators to assess the RBFF's impact on the recruitment and retention of recreational boaters and anglers. The first two indicators called for increasing recreational boating and fishing participation nationwide and increasing annual equipment sales that generate revenue for Sport Fish Restoration (SFR). A third indicator called for an increase in anglers using boats for fishing. While each of the three indicators is a worthy goal for RBFF, determining RBFF's impacts on any of these metrics is difficult to quantify as RBFF's impact cannot be easily or cost effectively differentiated from other factors such as gasoline prices, weather, economic climate, angler/boater access and condition of the aquatic resource—to name but five. In short, RBFF cannot be expected to document its effect on license holders, boat sales and SFR excise tax apportionments at the national level—the scale is too large and too many external factors are at play. The 2006 Assessment Team recommended that RBFF assess its impact at a state and county level. This too, proves to be a challenging scale given the same factors as named above plus such factors as the addition of new licenses and changes to license fees.

The 2006 Assessment recommended that improved metrics be developed for measuring RBFF's impact on boating and angler participation. It appears RBFF has attempted to address this recommendation by establishing a set of metrics for each program area, such as those presented in Table 12. Unfortunately, the metrics are frequently changed and inconsistently presented to stakeholders.

<sup>4</sup> Special Report on Fishing and Boating, RBFF and the Outdoor Foundation, 2009. Sportfishing in America, Am. Sportfishing Assoc. (2008), p 4.

<sup>5</sup> 2008 Recreational Boating Statistical Abstract, Natl. Marine Manufacturers Assoc., p 2.

To facilitate a more informative set of performance metrics, the Assessment Team realigned the indicators, measures and targets for assessing RBFF impact on recruitment and retention of boaters and anglers as presented in Table 5. The initial baseline is established as FY 2002, interim performance is presented for FY 2006 and FY 2009, and the Target is set for FY 2012.

## Assessment Metrics

Table 5 | Assessment Measures for Question 1 “Recruitment and Retention”

Indicator	Measure	Baseline (FY 2002)	Performance (FY06 & 09)	Target (FY 2012)*
1.1. RBFF proactively assists state boating and fishing agencies to promote participation.	Number of states RBFF is annually substantively assisting (e.g., staff time & cost share).	3	2006: 9 2009: 30	40
	Grant support provided by RBFF to state partners.	NA	2006: \$138,985 2009: \$730,000	\$1,500,000
1.2. RBFF campaigns increase fishing and boating participation.	# of Total Unique Visitors to TMF.org.	NA	2006: 530,000 2009: 2,417,989	5,000,000+
	# of TMF.org fishing license sale referrals to states.	NK	2006: NK 2009: 223,959	500,000
	# of estimated trial experiences “on the water.”	NK	2006: NK 2009: 273,087	500,000
	# of Anglers’ Legacy Ambassadors (cumulative).	NA	2007: 2,964 2009: 187,467	500,000
	# of new fishing licenses generated annually by Anglers’ Legacy Ambassadors.	NA	2006: N/A 2009: 121,012	500,000
	Economic Impact of Anglers’ Legacy. <sup>1/</sup>	NA	2006: N/A 2009: \$18.2 M	\$30 Million

<sup>1/</sup>The economic value is calculated based on data from the *Anglers’ Legacy* survey. An average Ambassador spends \$140 on fishing tackle and \$153 on boating accessories and fuel. 87.7% of our Ambassadors report introducing a newcomer to the sport over the past year (actually they report introducing an average of 4.4 people). Therefore the economic impact = number of new ambassadors x 87.7% x \$293. NA = “Not applicable”, NK = “Not known.”

## Presentation of Activities

This section of the report examines 1) national fishing license sales, 2) state lapsed angler initiatives, 3) national boating trends, 4) linkage between boating and fishing, 5) market research on boating and fishing participation, 6) RBFF boating initiative, 7) Sport Fish Restoration program, 8) *Take Me Fishing campaign*, and 9) *Anglers’ Legacy*.

## National Fishing License Sales and State Initiatives

### NATIONAL FISHING LICENSE SALES

From 1955 to 1990, the number of licensed anglers increased at nearly twice the rate of U.S. population growth. Beginning in 1990, this trend declined for the first time, and since has shown little, no, or negative growth.<sup>6</sup> From 1990 to 2008 the nation's population grew 18 percent (from 248.7 million to 303.8 million) while the number of paid fishing license holders declined 8.6 percent (from 30.7 million to 28.1 million). On a state-by-state basis, a handful of states experienced an increase in sales while the majority of states experienced declines. The three most commonly cited reasons for not fishing are: 1) perceived lack of time and/or money, 2) lack of access to (or knowledge of) facilities, and 3) negative images of water quality and fish contamination issues.<sup>7</sup>



ANGLERS AND BOATERS, THROUGH THEIR PURCHASES OF LICENSES AND EQUIPMENT, DIRECTLY SUPPORT THE CONSERVATION AND MANAGEMENT OF AQUATIC RESOURCES. (PHOTO: WHITNEY TILT)

### State Lapsed Angler Initiatives

RBFF devotes approximately 31 percent of its budget (FY 2009) to working with state natural resource agencies to increase boating and angling participation. Its strategic objective is to mobilize states to increase fishing license sales by implementing integrated marketing programs targeting lapsed anglers. Specific objectives for FY 2009 were: 1) increase license sales to lapsed anglers, 2) introduce lapsed angler program to 10 additional states, and 3) improve retention rate of anglers.<sup>8</sup>



SAMPLE MAILING TO LAPSED ANGLERS IN KENTUCKY

Since 2000, RBFF has partnered with state agencies to build marketing programs to increase fishing license sales utilizing a variety of advertising, promotion, educational and participation strategies to address identified needs within the partner agency. Through its pilot programs initiated in FY 2006, RBFF worked with individual states to test different marketing techniques in different locations with different audiences. RBFF's selection criteria for pilot states included: 1) participation of state agency staff in one or more RBFF marketing and Best Practices workshops; 2) state use of automated wildlife data/point of sale systems for electronic license sales and tracking; 3) available agency staff and financial resources; 4) agency commitment to program and availability of willing staff; and 5) intent to sustain program for the long term. Table 6 provides summary information on RBFF's support of state lapsed angler programs.

<sup>6</sup> *National Survey of Fishing, Hunting, and Wildlife-Associated Recreation*, U.S. Fish and Wildlife Service and U.S. Census Bureau, 2001.

<sup>7</sup> *Factors Influencing Recreational Fishing and Boating Participation*, prepared for SFBPC by A. Fedler, R. Ditton, and M. Duda, 1998; and *Strategic Plan to Develop a National Outreach and Communication Program*, SFBPC, 1998.

<sup>8</sup> 2009 RBFF Strategic Plan

Table 6 | **RBFF Cooperative Programs with States\***

	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010
Number of States Participating in Lapsed Angler Programs with RBFF	5 pilots	5 pilots	1 pilot	30	32
Number of States Participating in Lapsed Boating Registration Programs with RBFF	NA	NA	NA	NA	1
RBFF Cost Share Grants provided to states in support of these programs	\$138,985	\$303,460	\$25,819	\$730,000	\$815,615

\*For FY 2006 – 2008, RBFF conducted pilot programs where they funded 100% of the cost. Large portion of the costs for the pilot programs were not granted to the states, but were paid directly to various vendors by RBFF. Beginning with FY 2009, RBFF initiated cooperative programs where states were required to match RBFF funding for the costs of printing and mailing the direct-mail materials. NA = not applicable.

In 2007, RBFF expanded its recruitment/retention programs from pilot efforts to a nationwide roll-out of programs aimed at achieving significant fishing license sales increases. They convened a meeting of state marketing personnel from Colorado, Connecticut, Florida, Iowa, Kentucky, Oregon, South Carolina and Texas to examine past learnings and focus on developing a national roll-out model and a direct mail marketing kit that included:

- Step-by-step instructions for planning, executing and managing a license renewal program.
- *Take Me Fishing*<sup>™</sup> creative materials based on RBFF’s national advertising.
- Mail piece templates: Three direct mail options—postcards, self-mailers and letters—with customizable photos and incentives.
- Marketing strategies: Four proven approaches for maximizing direct mail budgets and results.
- Support resources: State agency case studies, best practices, research findings and other support resources.

The marketing toolkit concept debuted at the AFWA annual meeting in September 2007 and 46 states expressed interest in the program. RBFF’s FY 2008 goal was to get 13 states to implement the program. In January 2008, RBFF held its first two-day Marketing Workshop (attended by 44 people from 27 states) to review the Lapsed Angler Direct Mail Marketing Kit. Similar workshops were held in November 2008 and 2009. As of 2009, 30 states were participating (Table 7).<sup>9</sup>

<sup>9</sup> As of FY 2010, three additional states have since undertaken lapsed angler programs with RBFF: Nebraska, Vermont and Washington.

RBFF's 2008 Annual Report states "Without question, the most significant result of RBFF's state outreach efforts is the development and launch of its State Direct Mail Marketing Program." RBFF reported to SFBPC that the Direct Mail Marketing Program in 2008 helped states sell 223,956 fishing licenses and permits in 29 of 30 states. "Based on these results, the program has contributed more than \$4 million in gross revenue to fish and wildlife management efforts to date." RBFF indicated that it was working to provide a successful program infrastructure that is self-sustaining and builds funds for state conservation efforts year to year.

Table 7 | States Participating in Lapsed Angler Direct Mail Programs, FY 2009

Alabama	Kansas	New Jersey	Utah
Alaska	Kentucky	New York	Virginia
Arkansas	Louisiana	North Carolina	Wisconsin
Colorado	Minnesota	Oklahoma	
Florida	Mississippi	Oregon	
Idaho	Missouri	Pennsylvania	
Illinois	Nebraska	South Carolina	
Indiana	Nevada	Tennessee	
Iowa	New Hampshire	Texas	



RBFF's 2009 Annual Report states that the 30 states implementing RBFF's Direct Mail Marketing Program "are generating impressive results." Wisconsin reported \$221,892 in gross program revenue from licenses, Louisiana \$160,164, Alabama \$104,135 and Colorado \$111,045. RBFF also convened the second annual State Marketing Workshop in November 2008, attended by more than 50 state, federal and nonprofit representatives. RBFF indicated that it plans

to expand the program with participation from more states. The 2009 report provides the following statistics:

- 30 state agency participants
- 224,000 fishing licenses and permits sold nationwide
- \$4.1 million gross program revenue generated for conservation
- 16,427 visitors/month driven to state websites by TakeMeFishing.org

Several states, Montana being an example, indicate they have elected not to participate in the program due to the \$25,000 state cost share they need to provide along with concerns that it may be difficult for a direct mail marketing campaign to recoup that investment. Other states may also not participate because they do not have a point of sale system to track licenses electronically.

### National Boating Participation, Sales and Registrations

#### National Trends

Participation in boating has remained largely consistent over the 18 years from 1990 to 2008, with 67.4 million adults participating in 1990 and 70.1 million in 2008. Nationwide boat registrations grew by five percent from 1997 to 2008, with a total

of 12.69 million boats registered in 2005. Boat registration trends vary widely across states. States such as Florida and Minnesota have seen relatively steady increases in boat registrations over time, while states like Mississippi and Oregon have experienced declines. Thirteen states have fewer boats registered in 2008 than 11 years earlier in 1997. It should also be noted that states have differing registration requirements—some only register vessels with a motor while others may require sailboats, canoes, kayaks and/or rowboats to register in addition to motored vessels.<sup>10</sup>

### **Linkage Between Boating And Fishing**

As its name suggests, the Foundation has both a boating and a fishing mandate. To date, RBFF has focused its efforts on “that central place where boating and fishing exist together” to position fishing from a boat as the top-of-mind recreational activity with American families.<sup>11</sup> Research into this assumption is generally supportive of this thesis, but the 2006 Assessment Team noted the importance of RBFF working closely with its boating stakeholders to ensure that “increased fishing leads to increased boating.”

### **Market Research on Recreational Boating and Fishing Participation**

In 2006, RBFF contracted with Market Strategies to conduct market research to better understand the directional relationship between recreational boating and fishing participation. A major goal of the research was to test RBFF’s assumption that fishing leads to boating. RBFF had two specific motivations in undertaking this research:

1. The *Water Works Wonders* national advertising campaign was re-branded to *Take Me Fishing* in 2004 because the former brand was underperforming and ambiguous. This change resulted in the unintended consequence that some boating stakeholders believed RBFF had “abandoned” them by not including a boating aspect in the wording of the brand.
2. Concern that the boating constituency believes RBFF considers boating as secondary to fishing. RBFF’s boating constituents questioned the notion that growing fishing participation and avidity will result in greater benefits for boating.

In an effort to determine the relationship between recreational boating and fishing, RBFF worked with Market Strategies to conduct a three-phase research project. The findings of this national survey, released in January 2007, included:

- Recreational boating is closely tied to fishing. The majority of current and/or past boat owners purchased their first boat for the primary reason to fish.
- Indications that the directional relationship between boating and fishing begins first with fishing and then boating comes later as a means of getting better access to fish or as another way to enjoy the water.
- Further research is needed on ethnic minorities and female markets as the correlations of these populations in relationship to recreational boating and fishing may be very different as compared to white males.

<sup>10</sup> Recreational Boating Statistics 2008, US Coast Guard, and NMMA (personal communications 5-2010).

<sup>11</sup> 2005–2010 Strategic Plan, RBFF (January 10, 2006), p. 2.

**RBFF Boating Initiative**

RBFF's FY 2009 Strategic Plan defines boating as one of five programmatic initiatives with a stated goal of enhancing efforts of boating stakeholders to increase recreational boating participation. RBFF devoted approximately seven percent of its budget (FY 2009) to this initiative.

Beginning in 2008, RBFF pledged stronger support of its boating stakeholders' efforts to increase recreational boating participation. RBFF stated its intent to: 1) identify 25,000 prospects for Grow Boating, Inc. through TakeMeFishing.org and a Triple-A Baseball promotion; 2) provide a higher profile for boating in RBFF's advertising and public relations efforts; 3) continue to promote safe boating practices; 4) improve boat registration renewals in pilot states; and 5) support efforts to protect and monitor public access to the nation's waterways.

RBFF launched new boating content on the TakeMeFishing.org website in April 2009, providing improved site navigation and new trip planning resources. RBFF worked with the BoatUS Foundation, Grow Boating, National Safe Boating Council and others in this enhancement effort. The website's focus is responsible boating, conservation and safety. It includes guidance on navigation and seamanship, protecting water resources, and promoting life jacket use. Active boaters can get linked to the appropriate state site in order to register their boat online, get boat storage, maintenance and gas-saving tips and locate marinas and ramps. And newcomers can learn what makes boating special by visiting "The Boat for You" and ordering the *Discover Boating* DVD. To enhance discovery of the site, RBFF revised its search engine marketing to include more boating-related search terms.

RBFF's 2009 Annual Report states that boating was mentioned in 60 percent of the 1,081 stories RBFF generated, reaching 74 million people. Boating was a central feature of RBFF's annual Triple-A Baseball team promotion and associated "Catch a Boat" sweepstakes contest to win a boat, motor and trailer and other prizes. The contest, conducted at 30 ballparks and supported by Lowe Boats, generated 13,300 prospects for Discover Boating, including 10,754 requests for the *Discover Boating* DVD. Table 8 summarizes the referrals by fiscal year.

Table 8 | **RBFF-Generated Grow Boating Prospects**

	FY 2007	FY 2008	FY 2009	FY 2010*
Number of Referrals	N/A	N/A	15,821	13,663

\*as of 9/30/2009

RBFF emphasizes boating in its *Anglers' Legacy* program, reporting that many of its 120,000 *Anglers' Legacy* Ambassadors fish from a boat and spend an estimated \$153 annually on boating-related products and fuel, representing more than \$13.4 million for the boating industry generated by the program.

In FY 2010, RBFF stated its intent to identify and promote public water access locations in 33 states on TakeMeFishing.org, though the initial results of this effort are not yet available.

OREGON BOAT REGISTRATION RENEWAL PILOT. Recognizing that more boat registration renewals mean more revenue for state fish and wildlife programs and boating infrastructure, RBFF initiated a program with the Oregon State Marine Board (OSMB) to improve boat registration renewals. Oregon's boat registrations had declined over the last 10 years. In 2008, RBFF, OSMB and the Oregon Department of Fish & Wildlife designed a program to target individuals with unregistered boats. A full discussion of this project is provided on page 40. Based on learnings gleaned from the Oregon pilot, RBFF intends to replicate this lapsed boater program in other states in FY 2011 and beyond.

### Sport Fish Restoration

The Sport Fish Restoration Program (SFR) is considered one of the nation's hallmark conservation efforts. The Dingell-Johnson/Wallop-Breaux Sport Fish Restoration program utilizes a user pays-user benefits approach. Industry partners manufacturing equipment commonly used by anglers and boaters pay an excise tax, boaters purchasing fuel pay a tax, and other users pay into SFR. In turn, these funds are placed in a dedicated fund managed by the U.S. Fish and Wildlife Service and allocated to each state via a formula derived from the number of fishing licenses sold and the state's land area (Figure 1). It is likely that no other single conservation effort can claim a greater contribution to fish and wildlife conservation than SFR and its wildlife counterpart, Pittman-Robertson Wildlife Restoration. For the period 1952–2009, more than \$6 billion has been collected, distributed to states and matched by partners under SFR. In 2009, a total of \$404.5 million was distributed to the states, compared with \$179.8 million in 1990.

Early performance measures for RBFF suggested that their success be tied in part to annual increases in equipment sales generating revenue for SFR. Similar to gauging RBFF's impact on national fishing license trends, however, there is no effective method to glean the impact of RBFF campaigns and programs on contributions to SFR. Moreover, any attempt to quantify RBFF's financial impact on SFR revenues must take into account each state's particular apportionment formula, making such calculations extremely complex.

### RBFF Media Campaigns on Recruitment and Retention

#### *Take Me Fishing™*

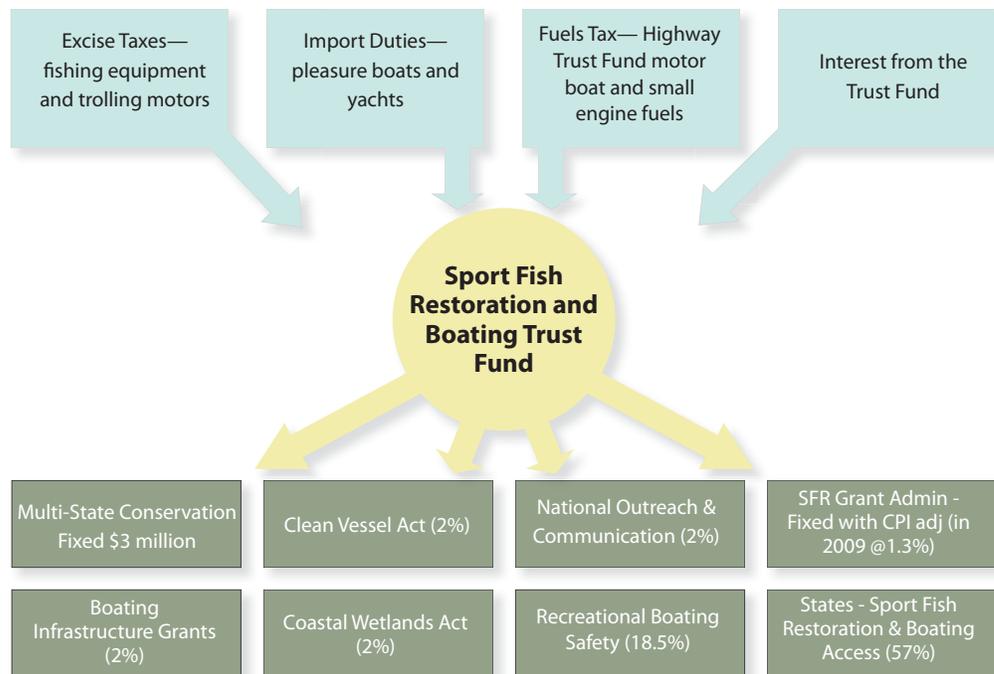
*Take Me Fishing* is RBFF's brand for building consumer awareness of boating and fishing, and for converting awareness into participation. RBFF works to build equity in the name, look and logo of the brand with its boating and fishing stakeholders.

In 2001, RBFF developed and launched the *Water Works Wonders* advertising campaign, targeted towards men between the ages of 25 and 54 who own fishing tackle and/or a type of boat appropriate for fishing. The RBFF 2004–09 Strategic Plan determined that "new/different messages need to be created based on what we've learned from research, and tested against current creative for relative effectiveness." In 2005, the campaign was re-named *Take Me Fishing*.



SAMPLE OF RBFF NATIONAL MEDIA CAMPAIGN MATERIALS TO PROMOTE 'TAKE ME FISHING'

Figure 1. Sport Fish Restoration Funding and Distribution



Four metrics for the *Take Me Fishing* Campaign for FY 2004–2006 are presented in Table 9, providing signs that the campaign’s effectiveness was topped out and the creative wearing out. In FY 2008, RBFF concluded that “six years of awareness generated by *Take Me Fishing* advertising was not converting to an acceptable increase in boating and fishing participation.” In response, RBFF launched a “new and improved” TakeMeFishing.org website (TMF.org) with the goal of becoming the Web’s largest database of fishing and boating spots and unprecedented how-to information. For FY 2008, RBFF aimed to 1) make 2.07 million more lapsed and occasional anglers aware of the brand; 2) generate 300,000 trial experiences; and 3) attract one million unique visitors in the new site’s first year.

	FY 2004	FY 2005	FY 2006
Brand Awareness	23%	29%	28%
Consumer Impressions	51 million	98 million	105 million
Intent to Participate	43%	45%	32%
Publicity Value	\$2.8 million	\$3.3 million	\$5.7 million

(Source: FY 2007 Annual Report to FWS)

RBFF monitors the TMF.org website’s performance in a number of ways. Monthly tracking information is gathered from Google Analytics and web-related statistics such as *Anglers’ Legacy* pledges, Discover Boating web referrals, state license referrals and

state registration referrals. This information is summarized in a “dashboard,” which is presented to the RBFF Board of Directors on a regular basis.

A 2008 Advertising Tracking Study, prepared by Russell Research, measured changes in “brand”/advertising awareness and attitudes/perceptions over time by conducting a total of 1,620 interviews. The survey found the *Take Me Fishing* campaign memorable among 50 percent of the respondents, with a majority indicating it was extremely unique (considered by Russell to be strong results for these metrics). It found the campaign to be “moderately successful” in reaching its intended audience—one in eight target anglers recalling at least one advertisement from the 2008 campaign. The campaign maintained brand awareness—28 percent of occasional anglers indicated awareness of the *Take Me Fishing* brand (nearly identical to 2006 and 2007 awareness) with brand awareness slightly higher in the 30 states with increased efforts/communications focus in 2008 (27% in the 30 target states vs. 24% in the other 20 states).

According to the survey, three-fifths of occasional anglers and nearly one-half of lapsed anglers indicated the campaign would make them more likely to go fishing in the next year. Two-fifths of target anglers indicated the 2008 campaign would make them more likely to go fishing from a boat (stronger findings than in previous years). The survey also found that the campaign appeared to motivate fishing license sales, with one-half of anglers indicating the TMF campaign would make them more likely to purchase a fishing license in the next 12 months.

A November 2008 survey compared results against an August 2007 baseline study (also conducted by Market Strategies). The study’s findings include:

- Majority learned about TMF.org via e-mail and Web-based media and visited the site to find out where to fish and look for general interest information more than anything else.
- A very large proportion of survey respondents expect to go fishing in the next 12 months; while a smaller proportion (but still the majority) expect to go fishing from a boat in the next 12 months.
- Satisfaction with the site had a very positive impact on the likelihood to recommend it to others.
- The site falls short on meeting information needs, indicating that additional content would enhance satisfaction.
- When filtered by avidity, overall impressions were rated lower by avids than by other avidity types, indicating that addressing site content and interactivity would increase satisfaction and improve final outcomes.



**TAKE ME FISHING™**  
takemefishing.org

TAKE ME FISHING™ IS THE NATIONAL BRAND  
DEVELOPED BY RBFF TO PROMOTE RECREATION  
FISHING AND BOATING.

The Assessment Team, with analysis performed by D.J. Case & Associates, examined web traffic statistics provided by RBFF and assembled the trend information presented in Table 10. Overall TMF.org has experienced steady increases in traffic, both in terms of number of visitors and the time spent on the website.

The FY 2009 benchmarking report from Google Analytics indicates 80 percent of site visits to TMF.org that year were from new visitors (industry average = 47%), though the site did have a higher bounce rate than competitors with 39 percent of visits resulting in the visitor leaving the site without clicking any deeper into the site than the page on which they entered (industry average = 36%). The FY 2010 report for the first quarter indicates highly improved performance over the prior year, with 24 million page views in those four months alone, compared to less than 16 million page views for the entire preceding 12 months. The number of bounces decreased from 38 percent in FY 2009 to 30 percent. While these reports indicate that TMF.org is performing well against its “competition,” it should be noted that it is difficult to determine how accurate the Google Analytics “industry” cohort is for comparison against TMF.org. The comparison is only made against similarly-sized industry sites that have signed up for Google Analytics and agreed to make their data anonymously available for comparison. Ultimately, TMF.org will be most effectively measured through its own performance over time.

Table 10 | TakeMeFishing.org Web Statistics, FY 2007–2010)

Metric	FY 2006	FY 2007*	FY 2008	FY 2009	FY 2010 (as of 9/09)
Total Unique Visitors	530,109	731,998	1,096,243	2,417,989	1,865,257
Total Unique-Monthly Average	--	61,000	91,354	201,499	310,876
Total Visits	--	824,557	1,229,898	2,967,941	2,442,414
Total Visitors-Monthly Average	--	68,713	102,492	247,328	407,069
Average Time on Site (min.)	--	3:24	3:30	3:49	5:30
% Repeat Visitors	--	5%	15%	20%	26%
Bounce Rate %	--	NA	30%	38%	30%

\* Data not available for December 2006 & January 2007. “NA” = Not available.

### ***Anglers’ Legacy***

*Anglers’ Legacy*<sup>™</sup> was launched in May 2006, inviting anglers to “Take someone fishing and share your passion for fishing with someone new.” This initiative is based on the findings that most anglers indicate that someone once took the time to introduce them to the sport. *Anglers’ Legacy* provides individuals with the opportunity to pass that tradition along. Supported by professional anglers, manufacturers, and others, the program enlists avid anglers to give something back to the sport they love and help grow participation in recreational boating and fishing at the same time. The primary call to action is “Take the Pledge” and take at least one person on a first-time fishing outing each year, thereby becoming an ambassador of the sport of fishing.

In 2007, RBFF ramped up its *Anglers' Legacy* efforts by enlisting the assistance of manufacturers to run the print campaign as a pro bono public service announcement in their publications using six creative layouts: Northern Lakes, Bass, Coldwater Fly Fishing, Saltwater Flats, Saltwater Near Shore and AnglersLegacy.com. RBFF developed the *Anglers' Legacy* "Hymnal" — a pocket-sized booklet with boating and fishing statistics, anecdotal suggestions and situational guidelines to help manufacturers' and retailers' highest-profile ambassadors deliver the primary *Anglers' Legacy* messages.



SAMPLE OF RBFF PROMOTIONAL GRAPHICS FOR ITS ANGLERS' LEGACY PROGRAM.

In June 2007, RBFF surveyed 7,500 Ambassadors from the year-old program and determined that each Ambassador generated an initial \$120 in fishing tackle and equipment sales, \$150+ in boating supplies such as gasoline and boating accessories and more than three fishing license sales. RBFF uses these metrics to calculate the program's economic value. Among the survey's key findings:

- 72% of Ambassadors have fished more than 20 times in the past 12 months and 74% of Ambassadors own a boat.
- 88% of Ambassadors have taken an average of 4.5 persons fishing since taking the *Anglers' Legacy* pledge.
- 63% of Ambassadors reported having purchased an average of 3.2 fishing licenses for the people they took fishing.
- An average of \$26.88 was spent on fishing equipment and tackle per person taken fishing, which represents a value of \$120.96 per *Anglers' Legacy* Ambassador.
- 92% of Ambassadors reported being extremely or very likely to continue introducing people to fishing in the next 12 months in response to *Anglers' Legacy*.

In FY 2008, RBFF looked to increase the number of *Anglers' Legacy* ambassadors by increasing target audience awareness and driving traffic to AnglersLegacy.org. In describing the program's growth, RBFF states:

- Retailers large and small hosted in-store pledge drives and display materials in more than 400 retail outlets across the country.
- Media organizations donated hundreds of thousands of dollars of full-page PSAs, ran video promotions and carried editorial coverage—delivering over 120 million consumer impressions—all on a pro bono basis.
- Fishing clubs and membership groups communicated the program mission to more than 88,000 members.
- Sportshows in Arkansas, Minnesota, California, New York, New Jersey, Utah and Texas donated space for *Anglers' Legacy* Pledge drives.

- State DNRs created competitions, paired the program with other recruitment efforts and created recognition pins for Pledge takers.
- Manufacturers—some of the program’s earliest supporters—continued to drive anglers from their websites to AnglersLegacy.org and donated incentive takeaways and Pledge drive sweepstakes prizes.

To reach potential Ambassadors, the program utilizes: 1) Message Partners who place PSAs, provide editorial support, distribute materials or link to the *Anglers’ Legacy* website; 2) Pledge Partners who conduct pledge drives/events in stores and/or online; and 3) Rewards Partners who provide incentives and rewards to those who take the Pledge. State partners are central to the effort. RBF’s 2008 Annual Report notes that Arkansas Game & Fish Commission created a unique lapel pin for Pledge takers, ran PSAs and featured *Anglers’ Legacy* in its 2008 Fishing Guidebook, while the California Department of Fish and Game created the 2008 California Fishing Passport Legacy Challenge—a yearlong campaign that encourages experienced anglers to team up with newcomers and grow participation in a way that helps reduce the impact on the resource.

For FY 2009, RBF worked to continue to mobilize avid anglers. They redesigned the website, combining *Anglers’ Legacy* with Take Me Fishing, and indicated a 500 percent increase in unique visitors to *Anglers’ Legacy* content. They worked to secure placement of *Anglers’ Legacy* PSAs in key media outlets and indicated that they would research and quantify the impact of the Pledge program on industry and conservation by the end of the year. RBF launched the *Anglers’ Legacy Quarterly*, an online newsletter. According to surveys, nearly 60 percent of Ambassadors have urged others to take the Pledge, and 84 percent indicate they are likely to continue introducing people to fishing in the next year.

### Findings and Observations

The 2006 Assessment recommended that improved metrics be developed for measuring RBF’s impact on boating and angler participation. It appears RBF has attempted to accommodate this recommendation by establishing a set of metrics for each program area, which are described in the organization’s 2008, 2009 and 2010 strategic plans. Unfortunately, the metrics are frequently changed and inconsistently presented to stakeholders. To facilitate a more useful set of performance metrics, the Assessment Team realigned the metrics for assessing RBF impact on recruitment and retention of boaters and anglers (Table 5).

The 2006 Assessment recommended that RBF work with FWS and the SFBPC to codify a single set of performance criteria and measures along with appropriate modifications to data collection systems. To date, SFBPC, FWS, AFWA and RBF have yet to develop this single set of performance criteria. The 2009 Assessment Team reiterates the value of this effort to enhance RBF’s accountability to the Secretary of the Interior, Congress and the general public. It will streamline data collection, improve quality, and reduce redundancy and overall labor required by RBF staff. It will also greatly facilitate future assessments.

### **National Fishing License Sales Trends and States Initiatives**

The original goal of tying RBFF performance to state fishing license sales continues to be elusive, as a number of other factors must be properly considered before drawing conclusions on license sales trends—new state license offerings (e.g., saltwater fishing), state and national economies (are anglers and boaters staying closer to home?), and state population trends are three examples. Without data on a fuller range of factors outside the single direct mail campaign, trend numbers are difficult to decipher. RBFF, state natural resource agencies and the fishing industry are working to develop better analytics for fishing participation, but absent these additional data, the current trends are difficult to accurately interpret.

RBFF has been successful in working with a growing number of states to implement direct mail marketing programs. In 2005 it supported nine state pilot programs. As of 2009, adapting the lessons learned and rolling out an integrated program nationwide, RBFF has now worked with a total of 35 states that have been involved with one or more cooperative RBFF programs.

The State Direct Mail Marketing Program has partnered with 30 state fish and wildlife agencies as of FY 2009. In addition to learning if direct mail can effectively boost the number of anglers, initial program goals included learning if different segments of lapsed anglers responded better to direct mail, and helping introduce state fish and wildlife agencies to professional direct mail marketing techniques. Overall, program response rates have been positive for direct mail. RBFF, however, acknowledges that the “lift” (a treatment group’s response rate minus the purchase rate from the control group) is not where they would like it to be, and not as high as in previous pilot programs. Preliminary data for 31 of the 32 state results for FY 2010 indicate that while the programs generally experienced solid response rates, resulting in the targeted audience purchasing fishing licenses, when net program revenue based on lift is calculated, the overall lift was less than one percent and net revenue was a loss (Exhibit 5). This was a focus for the November 2009 State Marketing Workshop, and RBFF indicates it is developing new strategies to improve lift in the coming years.

Over the course of the direct mail campaigns, three issues emerged from the Assessment Team’s conversations with various participating states: 1) use of control groups, 2) return on investment (ROI) calculations, and 3) project design flexibility. Initially, control groups to determine what amount of license sales are attributable to the marketing campaign as opposed to other factors were not used. As a result of concerns about the lack of controls, RBFF integrated use of control groups into the program in 2009. Viewed without control groups, the results appear favorable. With control groups, the results appear more mixed.

To date, RBFF has elected to include only the direct, out-of-pocket costs associated with the program and not include RBFF and state agency staff time into the calculation of ROI. RBFF feels this is a valid approach to analysis of the program over a one-year time horizon because RBFF and the agencies conducted the program with existing staff. When viewed over a longer time horizon, RBFF agrees that factoring in an allocation of staff time would be valid, but also states that a long-term analysis should also factor in

the long-term revenue impact of the program—the “lifetime value” associated with each new “customer” added. The Assessment Team believes, however, that reporting a ROI of “x” dollars in net revenue without allocating some fraction of staff time can be misleading and suggests RBFF utilize a simple direct approach to calculating ROI and let the states determine relative benefits and “lifetime values.”

Lastly, there is the question of flexibility and adaptability. Mixed program results and the emerging issues of lift and ROI suggest the direct mail approach has not been as effective in achieving a positive return on investment as hoped. This suggests that RBFF and the states should not put all their focus on this single initiative, but need to explore other marketing approaches and outreach vehicles. To date, RBFF has funded a set of innovative pilot programs, provided 30+ states with a foundation in marketing through workshops and publications, and co-funded state direct mail campaigns that provide hands-on experience on executing marketing campaigns. To continue to foster the greatest amount of innovation, RBFF now has the opportunity to encourage the states to individually decide how best to utilize RBFF funding and expertise to increase retention and recruitment of anglers. The participating states provided positive feedback on RBFF staff, but their continued participation will depend on RBFF actively developing independent capacity within states to individualize their state programs and demonstrating a willingness to work in a flexible and adaptable manner.

Table 11 provides insight from 28 participating state agencies concerning their cooperative effort with RBFF in the Direct Mail Marketing Program. Details on the poll are provided on page 48.

RBFF has hosted a number of efforts to interact with state partners on the process and experiences of the state initiatives program (page 13). RBFF and states indicate the workshops are very useful, but a single set of lessons learned from each meeting does not appear to have been developed. RBFF is in a unique position to deliver those learnings to the fishing and boating community.

The 2006 Assessment noted a number of challenges for state agencies attempting to increase their marketing capacity, including: 1) convincing agency leadership and colleagues that integrated marketing can yield results; 2) identifying and assigning qualified staff to the marketing efforts; 3) lack of capability in developing a marketing database (even for states with point-of-sale licensing systems in place); 4) inability to conduct market research and make marketing decisions; and 5) lack of consistent funding available for sustaining long-term marketing plans. These factors are still extant today, providing both an opportunity for RBFF and a set of cautions on how states view RBFF programs.

Table 11 | State Agency Poll Response to Question “Please indicate your agreement with the following 10 statements concerning the State’s Direct Mail Marketing Program”

<b>Q15: Your agreement with the following statements?</b>	<b>Mean *</b>	<b>Valid N</b>	<b>Word anchor</b>	<b>Rank</b>
i. Every license that RBFF helps our state agency sell equals dollars toward conservation.	4.61	28	Strongly agree	1
e. RBFF is a valuable partner whose staff provide valuable technical experience that greatly augments the state’s staff expertise.	4.36	28	Somewhat agree	2
d. The program design is sufficiently flexible to adapt to the state’s needs.	4.18	28	Somewhat agree	3
g. The program is a state agency priority, and the agency commits the necessary resources annually to maintain the program and allow it to succeed.	3.89	28	Somewhat agree	4
c. The program design effectively addresses the target audience in the state.	3.68	28	Somewhat agree	5
b. The state agency has received direct economic benefit from implementation of the program in the form of increased license sales.	3.54	28	Somewhat agree	6
f. The program’s return on investment or ROI has been positive when anglers have been targeted with appropriate messages or given meaningful information.	3.44	27	Neutral	7
b. Your confidence in RBFF’s research project’s use of control groups.	3.33	27	Neutral	8
a. Your confidence in calculation of Return on Investment (or ROI) in RBFF’s research project	3.12	26	Neutral	9
h. The program is limited in scope; its benefits have been comparatively small due to the program’s limited scope. Greater benefits will be realized as the program is expanded to include a greater proportion of the anglers in the state.	3.00	27	Neutral	10
j. The state will sustain the program, or similar efforts, in the future without RBFF financial and technical support.	2.52	27	Neutral	11
a. The state agency would have undertaken the program without the financial and technical support of RBFF.	1.54	28	Somewhat disagree	12

\* Where 1=strongly disagree, 2=somewhat disagree, 3=neutral, 4=somewhat agree, 5=strongly agree, “not applicable” eliminated for purposes of this analysis.

### **Boating Initiatives**

An estimated 70.1 million adults went boating one or more times in 2008 (4% increase compared with 1990). There were 16.93 million boats in use in the United States in 2008 (6% more than 1990), of which 12.84 million were registered. The National Marine Manufacturers Association estimates total boat-related expenditures were in excess of \$33 billion in 2008 (compared with \$22.321 billion in 1999).<sup>12</sup>

RBFF is fully cognizant of the need to energize its boating focus and demonstrate to its boating constituency that boating is not secondary to fishing for the organization. Similar to its States Initiatives, RBFF has embarked on conducting a series of state pilot programs, adapting lessons learned, with the intention of rolling out an integrated program nationwide. However, at the end of 2009, while 35 states have participated in one or more fishing-related campaigns, only one boating pilot has been launched.

The TakeMeFishing.org website offers a great deal of boating information. In addition, TakeMeFishing.org and RBFF-sponsored events like the Take Me Fishing Centers are generating boat-buying prospects to go to DiscoverBoating.com. While many of these prospects may not convert to boat buyers, it is a tangible effort by RBFF to promote boating. (pages 55–58 for more discussion)

RBFF's evolving efforts to identify and promote public water access locations in 33 states are important because lack of information on access may be a major barrier to boating. In the absence of clear directives from the boating community at-large, RBFF should continue to promote boating across its suite of programs and must be willing to test new ideas and programs that promote recreational boating.

**SPORT FISH RESTORATION** RBFF's rightful and vital responsibility to SFR is to promote the importance of a strong, enduring program, to seek to have 100 percent recognition of this user pays, user benefits program among anglers and boaters, and to foster a growing appreciation of this program's vital conservation benefits among non-anglers and non-boaters.

### ***Take Me Fishing***

For the years 2001–2006, RBFF expended one-half of its annual budgets on national media campaigns. While this multi-million dollar annual budget was viewed as sizable to many in the boating and angling community, media experts cautioned RBFF that such a media budget was small for an effective national media campaign. Significant effort was expended on tracking and data collection to determine the campaign's impact. As the 2006 Assessment noted, central to the expenditure of \$26.31 million on 2001–2006 national media campaigns is the expectation that a direct link exists between generating “consumer impressions” and “consumer awareness” and increasing the retention and recruitment of boaters and anglers.” The 2006 Assessment Team found the relationship between consumer impressions and likelihood of targeted audience actually going boating and fishing speculative given the evidence presented.

<sup>12</sup> 2008 Recreational Boating Statistical Abstract, Natl. Marine Manufacturers Assoc. Total expenditures include new and pre-owned boat sales and outboard engines, boat trailers, fuel, finance, insurance, docking, maintenance, etc. Comparisons of expenditures not adjusted for inflation.

RBFF's 2009 Strategic Plan identifies the *Take Me Fishing* brand as one of its five programmatic initiatives, allocating \$5.9 million (45%) of its annual budget.

TakeMeFishing.org met or exceeded overall expectations established by RBFF in all observed areas. While the data presented in various reports and Google Analytics are inconsistent at times, it is clear that the number of unique visitors to this website increased significantly during the period FY 2007–2010—from an annual total of 731,998 to over 2.5 million in FY 2009. The percentage of returning visitors also increased from five percent in FY 2007 to over 25 percent in FY 2009. Additionally, average time spent on TMF.org increased from 3 minutes, 24 seconds, to 5 minutes, 30 seconds in FY 2010 YTD. Given the relatively large investment made in the creation and launch of TakeMeFishing.org, it is difficult to gauge the results in Table 10 on an ROI basis—dollars expended for unique visitors attracted and time spent on site.

Another observation by the Assessment Team in analyzing TMF.org concerns the use and critical analysis of consistent sets of performance measures—a recurrent theme throughout this assessment. While the success of *Take Me Fishing* campaigns seems apparent by a number of measures, the establishment and tracking of a set of metrics has been inconsistent. Table 12 summarizes 15 different measures of success that RBFF has utilized on one or more occasions in its strategic plans and reporting to FWS and SFBPC. As the table and accompanying footnotes illustrate, it is very difficult to track RBFF's performance via a set of its own, self-described metrics because such measures are short-term (1–2 years), unreported, and/or changed. In addition, reporting often changes depending on the audience, and the timeframes are often vague. The constant change in metrics made it extremely difficult for the Assessment Team to analyze RBFF measures of success.



RBFF'S "TAKE ME FISHING" CAMPAIGN IS DESIGNED TO GET FIRST-TIME AND LAPSED ANGLERS OUT FISHING AND BOATING (PHOTO: OHIO DNR)

Table 12 | Measures of Success Utilized by RBFF, FY 2007–2010

Metric	FY 2007	FY 2008	FY 2009	FY 2010 (as of 9/30/09)
Brand Awareness	28% (2006)	29%	26%	--
Stakeholder Use of TMF Marketing Materials	Unable to determine <sup>1</sup>	Moved to FY 2009 <sup>2</sup>	144	21
Generate Trial Experiences <sup>3</sup>	N/A	518,525	N/A	N/A
Education: Generate Trial Experiences <sup>4</sup>	18,000	111,230	N/A	N/A
Education: Serve Youth & Minorities <sup>4</sup>	N/A	N/A	185,781/81% minorities	9,160/20% minorities
Intent to Fish	43%	44%	52%	--
Intent to Fish from Boat	N/A	28%	38%	--
Intent to Purchase Fishing License	N/A	N/A	51%	--
Support Sale of State Fishing Licenses	5,890	10,673	223,956	--
Drive Visitors to State Sites (per month)	N/A	N/A	16,427	61,095
Fishing License Referrals from TMF.org <sup>5</sup>	N/A	N/A	71,751	174,867
TMF.org Unique Visitors	731,998	1,096,243	2,417,989	1,865,257
Grow Boating Prospects	N/A	N/A	15,821	13,663
Generate Consumer Impressions from PR	143.3 million	165 million	135 million	97.2 million
Generate Media Stories	N/A	791	1,081	725

<sup>1</sup> Could not be determined: a) the RBFF stakeholder database contains more than one representative per state agency; b) responses to the stakeholder feedback questionnaire are confidential, the number of state agencies that reported using at least one RBFF product cannot be determined; c) the RBFF stakeholder database may contain more than one representative per corporation; d) responses to the stakeholder feedback questionnaire are confidential; and e) the top 100 corporations are not identified in the stakeholder database, the number of corporations that reported using at least one RBFF product cannot be determined.

<sup>2</sup> Measurement was moved to FY 2009 when RBFF re-branded and created a new set of online logo and materials usage agreements that more accurately tracked stakeholder use of its materials.

<sup>3</sup> RBFF.org generated trial experience figures from TMF.org based on an annual survey of the Website. RBFF did not feel the measurements were as statistically valid as those measured in its Education and *Anglers' Legacy* initiatives and consequently ceased to measure those from TMF.org.

<sup>4</sup> Youth Served v. Trial Experiences — When RBFF's board of directors decided to form an Education Task Force, the task force determined in its guidelines that sub-recipients must provide "multiple" hands-on learning experiences, which is why RBFF began to measure youth served instead of "trial" experiences for education.

<sup>5</sup> The number is derived from the TMF.org annual survey by adding all state monthly referrals since April, multiplying that sum by 47.7% to get the number of fishing license sales referrals. According to a TMF.org 2009 survey, 47.7% of respondents reported buying a fishing license after landing on TMF.org first.

### *Anglers' Legacy*

RBFF's 2009 Strategic Plan identifies *Anglers' Legacy* as one of its five programmatic initiatives, receiving \$1,008,231 (8%) of its budget. Over the period 2006–2009, the program has pursued a variety of goals, including the number of 1) pledges and ambassadors, 2) experiences, 3) unique visits to the *Anglers' Legacy* website, 4) fishing licenses sold, 5) dollars generated for conservation, and 6) value of media placements. Some of these measures are reliably reported in communications to stakeholders while others are not tracked consistently

*Anglers' Legacy* was a newly minted program at the time of the 2006 Assessment, but the 2006 Assessment Team believed that the combination of a simple call to action, strong involvement of a wide range of stakeholders and establishment of measures of success to be three vital elements for effective outreach programs. The Assessment Team further observed, however, that RBFF's set of measures did not appear to include an "outcome" measure for the program, such as the proportion of individuals who pledged to take someone fishing who actually did so.

Table 13 tabulates the variety of performance measures that RBFF has used to report outcomes for the *Anglers' Legacy* program. As was the case with the measures presented in Table 12, there are too many indicators used, too many gaps in the data, and too many occasions where attempts to interpret the data do not adequately reflect the overall success of the *Anglers' Legacy* program. For example, RBFF's FY 2009 Strategic Plan states an intent to produce "327,998 trial experiences" while the 2009 annual report makes no mention of trial experiences but states "in less than three years, Ambassadors have introduced an estimated half million new participants to fishing and boating."



SAMPLE OF RBFF PROMOTIONAL GRAPHICS FOR ITS ANGLERS' LEGACY PROGRAM.

Table 13 | *Anglers' Legacy Measures of Success, FY 2007–2010*

Measures of Success	FY 2007	FY 2008	FY 2009	FY 2010 (as of 9/09)
Program Partners	N/A	231	119	31
Pledges	2,964	49,146	70,771	66,027
Trial Experiences <sup>1</sup>	N/A	193,954	273,087	254,784
Fishing License Sales <sup>1</sup>	N/A	98,921	121,022	112,012
Target Audience Awareness of <i>Anglers' Legacy</i> <sup>2</sup>	N/A	5%	N/A	N/A
Conservation Dollars (AL influenced License Sales) <sup>3</sup>	N/A	\$1.4 million	\$1.8 million	-
Unique Websites Referring to AL Pages on TMF.org	N/A	N/A	1,168	656
Unique Page Views to AL Pages on TMF.org <sup>4</sup>	N/A	N/A	154,186	61,553
PSA Placements	\$1,387,761	\$902,530	\$866,310	\$464,901
Consumer Impressions based on PSA placements (in millions)	N/A	45.2	59.7	40.0

<sup>1</sup> *Anglers' Legacy* trial experiences and fishing licenses are generated based on survey assumptions. The *Anglers' Legacy* survey was conducted in FY 08 and FY 09. More than 90 percent (92.1%) purchased a fishing license for themselves or someone else within the past year (2.3 on average). Nearly 90 percent (87.8%) have taken newcomers fishing in the past year with an average of 3.8 newcomers per Ambassador (46 percent more than non-Ambassadors). Trial Experiences = Number of Pledges x 3.8 and Fishing Licenses = Number of Pledges x 2.3.

<sup>2</sup> The *Anglers' Legacy* program during FY 09 focused more on program development and collecting Pledges to build the program. A survey to measure target audience awareness was determined to have been a bit premature. Board discussions may resume about this measure.

<sup>3</sup> The conservation dollars are based on license sales generated by *Anglers' Legacy* Ambassadors and the State Direct Mail Marketing Program. The average fishing license, according to Southwick Associates, costs \$15.14. We multiplied Southwick's average sale price by the total fishing licenses sales and arrived at that figure.

<sup>4</sup> Since *Anglers' Legacy* is a mission of *Take Me Fishing*, AL.org merged with TMF.org in FY 08. Referring Websites can be tracked, but only Page Views for *Anglers' Legacy* since it's no longer its own site.

To the Assessment Team, the *Anglers' Legacy* “data overload” illustrated in Table 13 detracts from the central objective that can be measured. The primary indicators of the *Anglers' Legacy* Program's success can be boiled down to: the number of avid anglers acting as Ambassadors, the number of people they took fishing and boating (trial experiences), the resultant fishing license sales, and an overall estimate of economic impact. Table 14 presents the potential impact of these core measures.

Table 14 | *Core Anglers' Legacy Measures of Success, FY 2007–2010*

Measure of Success	FY 2007	FY 2008	FY 2009	FY 2010 (9/30/09)
# of Ambassadors (annual/ cumulative*)	2,964/2,964	49,146/48,193	70,771/119,381	66,027/187,467
# of Trial Experiences Provided	-	193,954	273,087	254,784
Fishing License Sales	-	98,921	121,022	112,012
Economic Impact	-	\$12,628,605	\$18,185,387	\$16,966,364

\*Cumulative pledge numbers adjusted for removal of duplicates and processing of back-dated pledges, therefore annual totals do not sum directly to cumulative totals.

For FY 2007–2009, RBFF reports that *Anglers' Legacy* has recruited more than 119,000 Ambassadors who have provided more than 250,000 trial experiences to new potential anglers and boaters. RBFF states that 87 percent of Ambassadors have taken an average of 4.4 persons fishing in the past year. Each fulfilled Ambassador's pledge results in an average of \$120 in fishing tackle and equipment sales, more than \$150 in boating supply purchases and related expenses, and the acquisition of more than three fishing licenses. These estimates translate into millions of dollars for boating and fishing industries annually and thousands of new fishing license sales for states.

### Overall Impact on Recruitment and Retention

RBFF has accomplished a great deal in assisting state fishing and boating agencies in developing marketing plans and conducting marketing workshops. RBFF has worked with state natural resource agencies to assist them with marketing and outreach to lapsed anglers and other market segments. To develop an initial set of lessons learned, RBFF established a set of pilots which it funded with a group of willing state partners. Building on the foundation of learnings from these pilot programs, RBFF and 30 states undertook direct mail marketing efforts directed at lapsed anglers. In addition, RBFF has provided workshops and a set of useful tools to the states.

While RBFF and selected states have experienced success in developing specific marketing approaches for use by state resource agencies, the overall return on investment for states appears to vary significantly among programs, and the challenges of converting pilots to programs—and sustaining these programs over time at the state level (as noted in the 2006 Assessment)—remain. Based on preliminary results from the FY 2010 direct mail marketing efforts, now may be the time to move from a top-down to a bottom-up approach and provide incentives for states to try new innovative tactics, designed for replication in other states if successful and with adequate evaluation processes, and accountability for sharing their learnings with the larger community.

To continue to foster the greatest amount of innovation, RBFF now has the opportunity to empower the states to decide how best to utilize RBFF funding and expertise to recover lapsed anglers. To this renewed effort RBFF is in a strong position to bring staff expertise, Best Practices (including performance measures and evaluation), seed money and an ability to share learnings with the larger community through case studies posted on a common website.

States are the key delivery point for fishing and boating participation, license sales, boat registrations, fisheries management and aquatic education. A major measure of success for RBFF is its ability to help states be more effective. Participating states provide positive feedback on RBFF staff and the expertise they bring to the table. The states' continued participation, however, will depend on RBFF actively engaging states as full partners and demonstrating a willingness to work collaboratively rather than prescribing process and procedures (State Agency Poll, page 48). It is important for RBFF to develop and maintain solid, two-way communications with each of its state partners. The program will greatly benefit from being adaptive and building on learnings that are mutually accepted and promoted rather than delivered in a top-down manner.

The TakeMeFishing.org website represents a powerful tool for recruiting new anglers and boaters. It provides a wealth of "how-to" and "where-to" information in a centralized location under the *Take Me Fishing* banner. As was the case with the earlier media campaigns where there was the recognized need to move beyond "consumer impressions" to actual participation, the TMF.org website must demonstrate conversion from website visits to participation in boating and fishing. This translates into the need for a greater call to action on the website demonstrating that visitors are going fishing or boating as a result of raising their awareness online. Tracking of the number of referred visitors that purchase a fishing license on a state website is an excellent example.

*Anglers' Legacy* remains one of RBFF's most tangible campaigns. It provides individuals with the opportunity to pass the angling tradition along to someone new. *Anglers' Legacy* is supported by professional anglers, manufacturers and many others. Its appeal to those who love "being on the water," the tangible involvement of the boating and fishing industry, and the program's ability to recruit new participants, make *Anglers' Legacy* an important part of RBFF's programs.

## Recommendations to Increase Reach and Impact

1. RBFF, AFWA, FWS and SFBPC should work together to identify a mutually agreed-upon set of performance measures by the end of 2010. These measures should form the basis of RBFF annual reporting to the FWS and SFBPC, and should be revisited by the three parties on a regular basis.
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.
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.



STATE AGENCIES LICENSE ANGLERS AND REGISTER BOATS MAKING THEM A PRIME GROUP OF STAKEHOLDERS FOR RBFF (PHOTO: TAKE ME FISHING)

## **:: Question 2 ::**

### **Have stakeholders found added value in the adoption of RBFF products?**

#### **Context**

To conduct its recreational boating and fishing mission, RBFF works with, and provides support to, a large number of stakeholders from state and federal natural resource agencies, boating and fishing industries, and non-governmental organizations and associations with conservation, fishing and/or boating agendas. Members of RBFF's Board of Directors represent these primary stakeholder groups, and RBFF involves stakeholders—both formally and informally—in the design and implementation of its programs.<sup>13</sup>

RBFF stakeholder activities are directed at three principal audiences: 1) boating and fishing industry (including boat and tackle manufacturers, marinas and retailers); 2) state natural resource agencies; and 3) aquatic educators. Each of these stakeholder groups has a dedicated interest that aligns with the “recruitment, retention and stewardship” mission of the Foundation.

Given the organization's focus on supporting stakeholder efforts to increase participation in recreational boating and angling and stewardship of the nation's aquatic natural resources, success must be defined by the degree to which Foundation stakeholders adopt, utilize and find value in RBFF's services and products.

#### **Basis for Assessment**

Table 15 presents a set of indicators for “Stakeholder Value.” Indicator 2.1 is a measure identified by both the RBFF and SFBPC for which the 2009 Assessment has refocused the measures. Indicator 2.2 originates with the 2003 RBFF report, while Indicator 2.3 seeks to assess how RBFF research provides benefits to stakeholders. Documenting a 25-percent match to Sport Fish Restoration funding is addressed by Indicator 2.4, and the quality of RBFF's communications with stakeholders is the focus of Indicator 2.5. The initial baseline is established as FY 2002, interim performance is presented for FY 2006 and FY 2009, and the Target is set for FY 2012.

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<sup>13</sup> For example, the Association of Fish and Wildlife Agencies appoints seven seats from the state fisheries, boating, and aquatic education communities; National Marine Manufacturers Association names five directors from the boat/engine manufacturing and marina communities; American Sportfishing Association appoints five seats from the fishing tackle manufacturing, sales, and retail communities; and Sport Fishing and Boating Partnership Council names five seats from the conservation/advocacy, state tourism, and at-large communities (source RBFF bylaws).

## Assessment Metrics

Table 15 | Assessment Measures for Question 2 “Stakeholder Value”

Indicator	Measure	Baseline (FY 2002)	Performance (FY 2006 & 2009)	Target (FY 2012)*
2.1. Increased number of stakeholders incorporate RBFF approaches, including TMF cooperative marketing materials, into their own activities since 2002 (SFBPC outcome/RBFF Measure 2003).	#/% of state agencies utilizing RBFF campaigns/materials.	33/66%	2006: 25/51% 2009: 29/51%	90%
	Number of Boating Industry & Retail stakeholders utilizing RBFF products. <sup>1/</sup>	NK	2006: NK 2009: NK	50% of identified industry/retail stakeholders.
	Number of Fishing Industry & Retail stakeholders utilizing RBFF products. <sup>1/</sup>	NK	2006: NK 2009: NK	50% of identified industry/retail stakeholders.
2.2 Improved ad equivalency value of earned media (RBFF Measure 2003).	Ad equivalency and publicity value and quality of media.	\$877,262 (FY 04)	2006: \$950,871 2009: \$1,056,424	Annual publicity value equal to RBFF annual expenditures on media campaigns.
2.3 RBFF research provides direct benefits to stakeholders.	Research agenda formulated & implemented with stakeholders.	NK	NK	Agenda evident and utilized.
2.4 RBFF leverages Sport Fish Restoration Funds.	25% or better match documented to annual federal appropriation.	NK	2006: NK 2009: 11.6%	25% or better.
2.5 RBFF communicates regularly and effectively with stakeholders.	Annual Reports.	RBFF Accomplishments report published in 2003.	2006: none 2009: report produced	Produce annual accomplishments report utilizing agreed-upon metrics.
	Stakeholder Meetings & Surveys.	Hosted 2003 Stakeholders Forum.	2006: Stakeholder Survey 2009: Stakeholder Survey (2008) 2007-2009: No stakeholder forums conducted.	Undertake Stakeholder Forum(s) & stakeholder satisfaction surveys.

\* Targets are presented here for illustrative purposes. Actual targets should be set appropriately by the RBFF Board of Directors for those performance measures they elect to report against.

<sup>1/</sup> Stakeholder market as defined by RBFF. NK = “Not Known”

## Presentation of Activities

This section of the report examines: 1) Stakeholder use of cooperative materials; 2) Ad equivalency value; 3) Stakeholder surveys; 4) RBFF-sponsored research; 5) Sport Fish Restoration match, and 6) Communications with stakeholders.

### Stakeholder Use of Cooperative Materials

In 2003, RBFF reported that 256 stakeholder organizations used RBFF materials with an estimated value of \$7.2 million dollars. RBFF found state agencies to be the “early adopters” and most willing to use cooperative materials and strategies. A 2004 survey found 33 states using the *Water Works Wonders* imagery in some fashion and seven had developed a marketing plan to use these tools.<sup>14</sup>

The 2006 Assessment Team observed that the value assigned to stakeholder usage of cooperative materials was largely anecdotal. In late 2007, RBFF created a new system for tracking stakeholder license/trademark usage and began providing quarterly reporting on the number of stakeholders who utilize *Anglers’ Legacy* and *Take Me Fishing* branded materials (Table 16). In addition, RBFF tracks the dollar value of *Anglers’ Legacy* public service announcements. The value is derived from magazine publishers who would otherwise use the space to sell advertising at known rates (Table 17).

Table 16 | Stakeholder Use of Branded Materials, FY 2008 to 10/2009

Stakeholder Group	TMF License	AL License	Event Kit	Marketing Guide
States	36	7	32	34
Federal Agencies	5	0	5	1
NGOs	9	0	7	5
Industry	4	1	2	1
Retail	18	7	2	9
Other	61	3	65	65
Total	133	18	113	115

The 2006 Assessment recommended that RBFF develop and institute improved survey methodology for determining stakeholder use of RBFF materials on an annual or biennial basis. In response, RBFF indicated it would establish a survey methodology, establish a data collection process, collect data and incorporate the capability to collect data into stakeholder efforts and their use of RBFF’s marketing materials.<sup>15</sup>

Branded materials are currently available via RBFF.org and stakeholder use of *Take Me Fishing* and *Anglers’ Legacy* materials are tracked through license agreements.

Table 17 | *Anglers’ Legacy* Print PSA Placement Value

	FY 2007	FY 2008	FY 2009
Donated Value	\$1,387,761	\$902,530	\$866,310

<sup>14</sup> 2005 SFBPC Assessment of RBFF.

<sup>15</sup> Development of an online store has been delayed and is currently scheduled for FY 2010.

As part of its “Stakeholder Channel Development” (FY 2008), RBFF set a goal to incorporate 225 stakeholders as *Anglers’ Legacy* message, pledge and/or rewards partners. RBFF also sought to expand the number of new strategic partners to assist with pledge drives and other promotional outreach for *Anglers’ Legacy* (see page 20 for fuller discussion of *Anglers’ Legacy*).

### **Stakeholder Surveys**

RBFF has undertaken two stakeholder surveys during the scope of this assessment. In December 2006, APCO Insight presented to RBFF its report on stakeholder attitudes and behaviors. In September 2008, RBFF retained Allegheny Marketing Group to assess stakeholder awareness and satisfaction with RBFF’s programs and products, evaluate stakeholders’ perceptions of the organization, track performance relative to 2006 results, and identify areas for improvement. Similar studies were conducted in 2003 and in 2001, with only minor changes made to the questionnaire each year. The surveys provide in-depth examination of stakeholder opinions. Among the findings:

- Awareness of RBFF’s efforts rose from 79% in 2006 to 86% in 2008, with 75% of 2008 respondents finding RBFF’s mission relevant to their daily work.
- 70% of stakeholders positively rated RBFF’s efforts to increase participation (consistent with 2006).
- 68% of stakeholders are very or somewhat satisfied with the products and programs that RBFF offers (up from 63% in 2006).
- 4 of 5 stakeholders use at least one product or program offered by RBFF (no change from 2006).
- The *Anglers’ Legacy* program demonstrated the most significant increase in both awareness and usage in 2008 survey.
- 75% of stakeholders believe RBFF is balanced in its efforts. 12% feel more effort needs to be spent on conservation.
- Stakeholders requesting more information most commonly wanted to see published study results, more advertising materials, and information that is more specific to what they do on a daily basis.

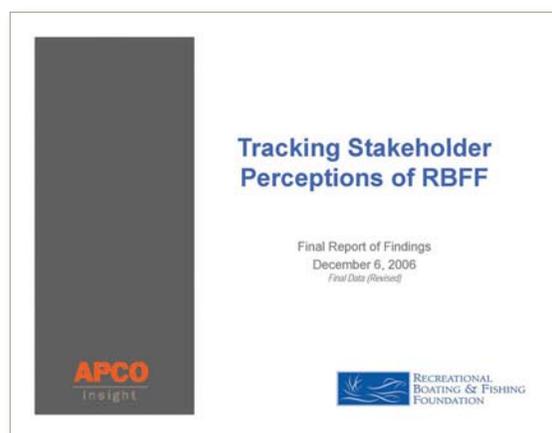
### **TakeMeFishing.org Survey**

To assess impact of TME.org, RBFF contracted with Brunner to undertake an online survey of more than 1,000 visitors in 2009. The survey found positive improvements from 2008 to 2009 regarding all aspects of TME.org including: overall satisfaction, overall experience, functionality, layout, design and content. TME.org was determined to have a positive impact on visitors, with six in ten reporting that the site was influential on their past fishing and boating behaviors. A significant positive shift from 2008 was that most users indicated they were successful in their search for information on TME.org.

An October 15, 2009, RBFF press release on the 2009 Brunner report states that visitors to TME.org, rate their overall experience and satisfaction at an all-time high. RBFF’s President, Frank Peterson, observes the survey “gives us valuable insight to boaters’ and

anglers' needs, which fuels our strategy to provide relevant and useful information that people of all ages and experience levels can use to enjoy a day on the water.”

General interest and where to fish were the most prominent content areas on TMF.org. Other users sought information on state fishing regulations and rules, child-friendly information on fishing and boating, state fishing license information, and/or how to fish. There was a significant increase in the purchase of fishing licenses among TMF.org website visitors from 2008 to 2009. Of note, however, is the finding that the number of individuals seeking information on where to fish, where to boat, and how to fish has decreased significantly each year from 2007 to 2009. Question #3 (page 54) provides more discussion on the “how-to/where-to” aspects of TMF.org.



2006 RBFF STAKEHOLDER SATISFACTION REPORT (APCO)

### Survey of State Natural Resource Agency Websites

More than any other stakeholder group, state agencies share the full boating, fishing and aquatic resource conservation mission that forms the focus of RBFF. These agencies are increasingly utilizing websites for fishing license sales, distribution of boating and fishing regulations, event calendars and other communications with the boating and angling communities specifically and the public in general. To

establish a general benchmark of how state natural resource agencies are utilizing RBFF cooperative materials, the 2006 Assessment Team conducted a survey of state agency websites. Results showed that 25 of 51 sites searched contained one or more mentions of RBFF campaigns and programs—five of 51 on home pages, nine of 51 on fishing/fisheries pages, and 24 of 51 on one or more other pages. The 2006 Assessment Team recommended that RBFF complete annual assessments of state natural resources agency websites to determine use of the Foundation’s marketing materials and other resources, and to identify opportunities for improvement. Since the 2006 Assessment, RBFF indicated they performed “periodic assessments” of state agency websites to determine use of the *Take Me Fishing* brand and links to TMF.org. As of October 19, 2009, RBFF indicates 18 of 50 states have a *Take Me Fishing* link. The 2009 Assessment conducted a similar survey; results are presented on page 47.

### Ad Equivalency Value

Earned media or publicity is an important component of RBFF’s outreach, representing unpaid-for media exposure of the organization’s activities and other news. A major advantage of earned media is that it tends to carry heightened credibility with the consumer. From FY 2005 to August 2007, RBFF utilized a media tracking consultant, Barton Gilanelli & Associates, to track “consumer impressions” and “publicity value”

as well as ad equivalency.<sup>16</sup> Beginning in the second half of FY 2008, the RBF communications team elected to discontinue reporting a publicity value figure because advancements in electronic media has made the use of multipliers less reliable. A summary of media impact documented by RBF is provided in Table 18.

In the Fall of 2007, RBF began utilizing Vocus as its media monitoring service. Vocus provides RBF with ad value data (aka advertising equivalency) from PRtrak, a leading aggregator of publicity measurement metrics in the United States. To determine audience data (aka consumer impressions), RBF and Vocus utilize a number of methods including internet audience impressions, e-mail distribution numbers, print circulation data, and Nielsen Media Research for radio audiences.

Table 18 | Media Distribution and Ad Equivalency, FY 2005–2009

Fiscal Year	Consumer Impressions/ Audience	Publicity Value	Ad Equivalency
2005	75,589,105	\$2,818,923	NA
2006	103,483,437	\$3,310,498	\$950,871
2007	143,237,071	\$5,731,906	\$1,719,554
2008*	167,275,313	\$2,400,000	\$1,387,086
2009	135,166,291	NA	\$1,056,424

\*Consumer Impressions data combines results from Barton Gilanelli (Q1&Q2) and RBF (Q3and Q4); Publicity value and ad equivalency results from Barton Gilanelli for Q1-Q2 only. Publicity Value not tracked from FY 2008 Q3 to present. NA=“not available”

### RBF Sponsored Research

RBF conducts specific research on an ongoing basis as a value-added service to stakeholders. In its 2005–2010 strategic plan, RBF stated its intent to use research, evaluation and all available resources to better understand how consumer and stakeholder audiences can be engaged and supported. Such research provides RBF credibility with stakeholders and helps inform decisions, limit false starts and focuses RBF’s attention where the most value can be gained. Examples of projects conducted since FY 2002 include:

- African-American and Hispanic Participation Study
- Psychological Motivations Research
- Boating and Fishing Attitude Segmentation Study
- The Making of a Resource Steward
- Directional Relationship Between Boating and Fishing Participation Research
- A Special Report on Fishing and Boating

<sup>16</sup> Publicity value measures both the quantity of coverage and the quality/content so stories that directly address RBF’s mission and target audiences are assigned a higher multiplier than a story addressing a secondary audience.



SPECIAL REPORT ON BOATING & FISHING

### **Fishing and Boating Participation Relationship Research**

In 2007, RBFF released a marketing research study exploring the relationship between boating and fishing. Conducted by Market Strategies, Inc., the research evaluated three market segments: Boater Only (those who participate in boating but not fishing), Angler Only (those who participate in fishing but not boating) and Boating Angler (those who participate in both boating and fishing). Three key findings were revealed:

1. **PROMOTING BOTH BOATING AND FISHING IS GOOD FOR THE MARKET.** As compared to those who only fish or only boat, Boating Anglers spend more money on fishing equipment and boating accessories. In addition, Boating Anglers who do not own a boat represent a greater potential for boat sales as compared with non-anglers.
2. **FISHING IS A PATHWAY TO BOATING.** The directional relationship is stronger for fishing as a pathway to boating than boating as a pathway to fishing. A clear majority of Boating Anglers (68%) indicated that they purchased their first boat to fish, while only 30 percent stated boating influenced their decision to get involved with fishing.
3. **CONNECTION TO THE ENVIRONMENT.** Over half of the total respondents reported that their boating and fishing experiences significantly influenced their perception of the environment.

This research established a rationale for unifying stakeholders behind the theme that fishing is the gateway to increasing both fishing and boating participation. In response, RBFF reaffirmed its strategic position to focus efforts and communications on the intersections where boating and fishing meet (page 15).<sup>17</sup>

### **Oregon Market Research**

In 2007, the Oregon State Marine Board (OSMB) approached RBFF with an interest in gaining a better understanding of why Oregon boat registrations had declined over the previous 10 years. To identify the factors contributing to registration declines, the research examined boat registration data and other variables, organized focus groups, and surveyed Oregon boaters. Overall, the research identified three key factors that help determine whether or not boaters keep and re-register their boats: costs, utilization and perceived benefits. Of these factors, costs and utilization seem to be the biggest drivers of the decision to register a boat. The research presents findings that apply specifically to the state of Oregon and identifies results that may have a much broader national application.

RBFF and OSMB, in conjunction with the Oregon Department of Fish and Wildlife (ODFW), utilized the research to develop a pilot marketing program to increase boat registrations. The effort was designed to encourage owners of boats that have not been actively registered for at least one year, to re-register their “lapsed” boat. The pilot program utilized direct mail targeting owners of lapsed boats with one of three different types of remittance forms. A separate group of lapsed boats was set aside as a control group, and their owners received no remittance forms. The owners of 17,159 lapsed boat registrations were sent one of three different remittance forms. Response to the program was measured based on the number of lapsed boats that were re-registered during the 42-day evaluation period after owners received the remittance forms. The program included

<sup>17</sup> 2007 Annual Report, p 9.

separate control groups for the angler and non-angler target groups. The control groups were used to estimate the number of registrations attributed directly to the direct mail program by accounting for the number of boats that would have been registered if no mailings had occurred. Based on this “lift” analysis, the program is reported to have resulted in 765 lapsed boats being registered during the 42-day evaluation period; generated \$21,292 in net revenue from lapsed boat registrations over and above the cost of \$15,615 for the direct mail program; and produced \$25,406 in additional revenue from state gasoline taxes (\$23,278) and allocations from the SFR and Boating Trust Fund (\$2,128).<sup>18</sup> Costs for this pilot program were borne by RBFF.

Oregon is the first state where RBFF piloted this type of marketing. As of November 2009, RBFF is assessing program interest via the National Association of State Boating Law Administrators, AFWA and others. RBFF plans to name 3–4 additional pilot states, with good geographical distribution, by the end of 2009. As these are pilot programs, RBFF pays for all out-of-pocket costs.

### **Special Report on Fishing and Boating**

Recognizing the ongoing need to understand the traits and trends of boaters and anglers as critical to sustaining and growing overall outdoor participation, RBFF and the Outdoor Foundation partnered on a report that provides demographic information and insights into the participation patterns of the fishing and boating community. Released in July 2009, the project undertook a total of 41,500 online interviews nationwide, with an over sampling of ethnic groups in an effort to boost the responses from the group segments that are typically underrepresented in this type of survey report. The report includes detailed information on fishing participation by gender, age, ethnicity, income, education and geographic region. Data are also provided on common barriers to entry as well as popular “crossover” sports for the fishing segment. The publication includes special reports on the youth and Hispanic markets—two important segments to understand and engage. The report also examines boating participation, ownership and preferences.

### **Sport Fish Restoration and RBFF Matching**

Sport Fish Restoration (SFR) is the single biggest source of funding for boating and fishing access and aquatic resource enhancement (pages 17, 79). It is also the source of funding for the RBFF. To date, RBFF has received more than \$106 million in SFR funding (Table 1). To receive this essential funding, states must provide a minimum 25 percent non-federal match for all SFR project costs. States are permitted to use dollar contributions, real property, materials and services benefiting approved projects to document this matching requirement.

The initial cooperative agreement that authorized the transfer of SFR funds to RBFF for implementation of the National Outreach and Communications Program in March 1999 stated that RBFF “will, over the course of the five-year program, provide at least a 25% match (in-kind or non-federal funds) of the amount of federal funds provided

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<sup>18</sup> Increased license and boat registration numbers do not automatically translate into additional revenues from SFR for all states. Many of the smallest and largest states apportionments are capped.

under this and subsequent agreements.” A second cooperative agreement executed in 2000 includes the same match requirement while the 2005 and 2007 agreements state that the Foundation’s Board of Directors will “be responsible for setting annual in-kind services/contributions objectives for the Foundation and tracking the progress of the Foundation in achieving these objectives.” Collectively, the legislative history and cooperative agreements provide RBFF with a clear responsibility to demonstrate a leveraging of SFR funds.<sup>19</sup>

In response, RBFF’s Operations and Policy Manual states that “RBFF shall make reasonable efforts to obtain non-federal contributions and other revenues in amounts equal to or greater than 25 percent of the federal funding received.”

RBFF’s primary source of non-federal match for FY 2007–FY 2009 has been placement of *Anglers’ Legacy* PSAs. Additionally, the 30 states participating in the Direct Mail Marketing Program have contributed approximately \$730,000 in state funds to participate in the program. Table 19 provides a match calculation for SFR funds provided to RBFF, FY 2007–2009.

RBFF is prohibited by the Office of Management and Budget (OMB) Circulars from spending federal funds on general fundraising activities. This restriction has severely limited RBFF’s ability to generate funds through appeals, campaigns, etc. In FY 2010, RBFF is participating for the first time in the Combined Federal Campaign, a fundraising campaign conducted among federal government employees. To remain in compliance with the OMB Circulars, RBFF staff time devoted to this effort is being paid for out of its limited pool of non-federal funding. RBFF is allowed under its cooperative agreement to generate program income and treat such funds as additive to total program funding. In FY 2009, RBFF identified two potential sources of program income: sale of advertising space on TakeMeFishing.org and licensing of the *Take Me Fishing* brand.

Table 19 | **Sport Fish Restoration Match Calculation, FY 2007-2009**

Source	FY 2007	FY 2008	FY 2009
SFR Contribution to RBFF	\$10,773,941	\$12,305,981	\$13,758,009
AL/State Match Value <sup>20</sup>	\$1,387,761	\$1,552,530	\$1,596,310
Percent Match	12.9%	12.6%	11.6%

To assess revenue potentials, RBFF engaged a consultant, IEG, to conduct a comprehensive review and assessment of the value of RBFF’s assets. The major assets identified by IEG included the TMF.org website, the TMF brand, marks and logos, the *Anglers’ Legacy* ambassador list and RBFF’s annual paid advertising campaign promoting *Take Me Fishing* and TMF.org. With approval from FWS, RBFF has developed advertising guidelines and has posted them to the Federal Register for public comment.

<sup>19</sup> Cooperative Agreements between FWS and RBFF, paragraph X: 14-48-98210-9-J053 (March 1999); 98210-0-J079 (2000); 982105J004 (April 2005); and 98210-7-J005 (April 2007).

<sup>20</sup> Annual *Anglers’ Legacy* PSA Placement Values (Table 2.8) and state contribution of \$650,000 in FY 2008 and \$730,000 in FY 2009.

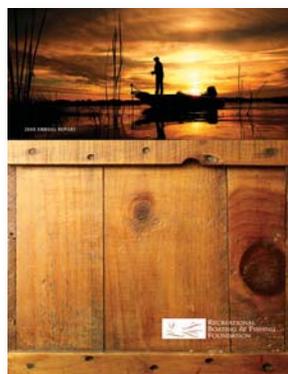
IEG has provided RBFF with a strategy and plan to develop program income from these assets. RBFF intends to hire an outside consultant with experience in developing corporate partnerships and non-endemic industry contacts to assist in the pursuit of these revenue opportunities. FWS has approved RBFF's plan to raise program income through corporate partnerships. RBFF is confident that it will be in a position to generate significant non-federal revenues to support its programs by the end of FY 2010.

### Communications with Stakeholders

RBFF engages stakeholders and the boating and angling public on a regular and ongoing basis via websites, email and face-to-face presentations. It distributes NewsWaves by email to interested stakeholders, attends trades shows and makes regular presentations to various stakeholder groups.

The 2006 Assessment Team recommended that RBFF provide stakeholders with a formal annual report. Beginning in FY 2007, RBFF has produced annual reports that clearly present its accomplishments by program area and provide a statement of expenses.

The cooperative agreements delivering federal funds to RBFF require quarterly financial reports and annual reports "summarizing accomplishments as well as explaining any milestones not accomplished." In response, RBFF has provided routine (biweekly, quarterly and annual) updates on RBFF's accomplishments to the FWS and SFBPC and regular presentations at the SFBPC meetings.



RBFF ANNUAL REPORTS, 2007-2009

## Findings and Observations

### Stakeholder Use and Value

The 2006 and 2008 stakeholder surveys provide many indications of stakeholder satisfaction with RBFF's work. There are many positive indications, including the finding that awareness of RBFF's efforts rose from 79 percent in 2006 to 86 percent in 2008, and that 75 percent of stakeholders find RBFF's mission relevant to their daily work. Equally rewarding are the observations that more than 70 percent of respondents positively rate the job RBFF is doing to increase participation, and that awareness of RBFF's efforts to increase participation increased seven percentage points since 2006 — in the fishing and other segments. These can also be seen as indications that RBFF is responsive to the interests of many stakeholders.

While three-quarters of stakeholders found RBFF's mission relevant to their daily work, educators and boating stakeholders are least likely to agree. Four of five stakeholders responded that RBFF is headed in the right direction, but boating stakeholders are the least likely to agree. Stakeholders in the boating segment exhibited the lowest awareness and usage of RBFF's products and programs and were the least likely to use them in the future. There is also a small group ( $\approx 4\%$ ) who feel more effort needs to be spent on conservation. Looking at these survey results, one could conclude that RBFF is meeting 75–80 percent of its stakeholders' general needs. But it is also falling short of the expectations of specific constituencies, especially boating, education and conservation.

In its FY 2007 accomplishments report to FWS, RBFF reported on its objective to “demonstrate use of RBFF products by stakeholders.” RBFF established goals to have 45 state agencies utilizing at least one product; and a specific number of industry leaders (specifically fishing and boating manufacturers and retailers), using at least one product. RBFF was able to report that 83 percent of state government representatives, 72 percent of boating industry representatives and 80 percent of fishing industry representatives surveyed reported use of one or more products. However, analysis is weakened by the fact that RBFF is unable to determine the discrete number of organizations utilizing RBFF products because its stakeholder database contains multiple representatives of individual entities and does not define the core markets.

The lack of specific stakeholder use and satisfaction data illustrates the clear need for a stakeholder database capable of tracking a distinct set of core stakeholders and their utilization of RBFF products and services. RBFF's ability to identify: 1) who its core stakeholders are, 2) who is using RBFF materials, 3) who is not and why, and 4) the “value” of stakeholder use is absent. RBFF needs the capability to answer such questions as “how many state agencies are actively utilizing one or more RBFF products” and “the leading reason states did not co-brand Take Me Fishing on their website is...” RBFF's existing stakeholder database, composed of mailing lists and other often redundant data, has a limited capability to understand who is in database compared with who is not. This was noted by Allegheny Marketing Groups in its 2008 stakeholder survey. Allegheny raised the question of whether many respondents are actually stakeholders, and recommended that RBFF undertake efforts to determine who their respondents are.

The 2006 and 2008 stakeholder surveys provide a great deal of general data but no ability to determine who was satisfied and who was not. At a minimum, RBFF must be capable of defining its “market core” stakeholders, at least for the purposes of measuring performance. For sake of illustration, Table 20 defines a theoretical set of RBFF’s overall stakeholder community. For each segment of the stakeholder community, a distinct set of individuals and their organizations is identified and sampled for product/program use and satisfaction. In addition, an analysis is undertaken to define that segment’s market share, allowing RBFF to develop a denominator for its sampling compared with the larger community. Rather than sample 5,650 indistinct stakeholders that return very general responses (as was the case in the 2008 survey conducted by Allegheny), RBFF could sample a smaller population of stakeholders and be better able to quantify its impact.

Table 20 | Defining a Market Core of Stakeholders\*

Stakeholder	Market Definition	Market Share
State Natural Resource Agencies	60 agencies	95%
Federal Land Management Agencies	10 agencies	95%
Boat Manufacturers	15 market leaders	85%
Boating Retailers	50 market leaders	45%
Fishing Manufacturers	15 market leaders	85%
Fishing Retailers	10 market leaders	75%
Marinas, Outfitters, Etc.	40 market leaders	15%
State Aquatic Educators	50 individuals	30%
Total	250 stakeholders	65%+

\*figures for illustration only and are not the result of actual market research.

Another important factor is highlighted in the finding that 42 percent of boating and fishing stakeholders, as defined by the survey, do not use RBFF’s products and programs because they don’t feel they fit their image, and 46 percent of respondents said RBFF’s products and programs are of little or no help. While recognizing that industry and other stakeholders will consistently view RBFF’s products as competition for web space with their own products, RBFF’s “big tent” approach, as apparent with the *Take Me Fishing* and *Anglers’ Legacy* brands, should have broader appeal than is currently evident to the Assessment Team. To the team’s surprise, many of the stakeholders that have ongoing projects with RBFF, that RBFF has recognized and presented awards to, and that are actively named on RBFF’s website, have no obvious connection with the *Take Me Fishing* or *Anglers’ Legacy* brands on their own websites. Absent targeted communications with core stakeholders, the reasons for this lack of reciprocity can only be speculated.

RBFF was established expressly to bring efficiencies to a broad range of boating and fishing stakeholders, helping to develop strategies and programs beyond the resources of most individual agencies and organizations lacking staff and budgets for such marketing and research efforts. Stakeholder surveys consistently identify staff and budget as the two biggest barriers for stakeholders. This was also a condition in 1998 when the boating and fishing sectors came together to address declines in participation and recruitment.

In 2010, it remains a very real problem that will persist for many years to come, as states and other stakeholders grapple with the national economic downturn and budget challenges.

In conducting surveys of its stakeholders, RBFF accepts the responsibility to be responsive. It is a generally accepted business practice that when a business asks customers to take some of their valuable time to evaluate performance, there is the expectation that their opinions are important. If the customers find the service unchanged, they may elect to change providers if they have that option. This could be a factor behind the reduced stakeholder response rate between 2006 and 2008. In 2006, 860 respondents represented a stakeholder population of 5,128 (17%) while the 2008 survey had fewer responses from a larger population (542 respondents from a population of 5,650 (10%)). It is not clear from the information presented to the Assessment Team that RBFF has conducted a methodical analysis of the 2008 stakeholder survey and then reported back to stakeholders which issues RBFF plans to remedy and which issues RBFF elects not to address.

The Assessment Team also notes the common tendency to promote the good news while appearing to ignore the less positive results. As an illustration, the increased positive response of boating stakeholders to the question, “to what extent have RBFF’s products and programs enabled you to be more effective in your marketing education and outreach efforts?” (28% in 2006 to 51% in 2008) is an indication that RBFF efforts are improved, but there were also indications in other survey responses that boating stakeholders continue to feel that their interests lie at the margins of RBFF’s programs.

The 2006 Assessment Team conducted an informal survey of 49 “influential” stakeholders.<sup>21</sup> The sampling found a broad range of stakeholder reactions, but overall it was apparent that those who worked the closest with RBFF held the most positive views of the organization’s work. Stakeholders who had little or no contact with RBFF held less enthusiasm for, and placed less value on, the organization’s activities. The 2006 Assessment Team noted that a significant number of respondents stated they have not been contacted by RBFF in an effort to utilize their expertise, assistance and cooperation. The 2008 Allegheny survey found similar reactions among some stakeholders. This is a clear indication that RBFF cannot emphasize stakeholder relations enough and needs to ensure its future outreach to stakeholders is both proactive and ongoing.

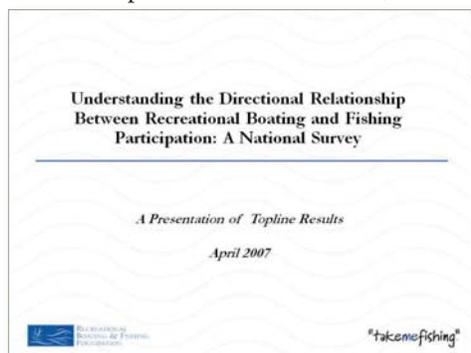
The Assessment Team contacted numerous state natural resource agency staff over the course of this assessment. On more than one occasion, state agency personnel expressed a concern with a lack of responsiveness by RBFF to suggestions raised by a state. This criticism need only arise once to warrant action by RBFF. Given the central role that state boating and fishing agencies play in recreational fishing and boating, aquatic education and other matters central to RBFF’s mission, the Assessment Team believes that RBFF should work with each state to agree on actions both partners will implement to ensure RBFF is providing valued support to the state’s efforts on behalf of boating

<sup>21</sup> “Influentials” were defined by the 2006 Assessment Team here as representatives of organizations or businesses known to members of the Assessment Team as leaders in their respective fields.

and fishing. The Assessment Team recommends that the SFBPC request a “State of the States” report from RBFF on a biennial basis, outlining each state’s relationship and expectations. This action, along with each state working with RBFF to ensure the TakeMeFishing.org state site is accurate and “angler/boater-ready,” will go a long way towards strengthening its partnership with state agencies.

### TME.org on State Agency Websites

During October 16–21, 2009, the Assessment Team visited 51 state agency websites (including District of Columbia). The agency’s home page, fishing/fisheries page, and at least one other appropriate page were scanned for evidence of RBFF “Take Me Fishing,” “Anglers’ Legacy” and other cooperative materials. If the website hosted a query function, the site was searched for “Take Me Fishing.” When no evidence of RBFF was found, additional pages were searched in an effort to gain a positive response. A similar survey was conducted by the 2006 Assessment Team and the 2006 and 2009 results are presented in Table 21 (see Exhibit 6 for detailed information). The 30 states



EXAMPLE OF RBFF-SPONSORED RESEARCH.

participating with RBFF in 2009 Lapsed Angler programs are presented as a subset in the “Lapsed Angler Program States” column.

A comparison of the 2006 and 2009 survey findings suggest a modest gain in the number of states utilizing *Take Me Fishing* branding or other product—a gain of four states in three years, with 29 of 51 agencies featuring an RBFF product in the 2009 sample (57%). When the 2009 Direct Mail states were examined as a cohort, 22 of 30

states featured one or more RBFF products (73%). The number of states promoting the *Take Me Fishing* brand on their Home or Fishing pages remained unchanged from 2006 to 2009, with 28 percent (n=14) of the states.

As with the 2006 Assessment, the 2009 Assessment Team believes this simple and straightforward sampling can be one annual indicator of stakeholder involvement. In addition to providing a barometer for how states are adopting and using RBFF materials, the survey indicates which states are not utilizing the *Take Me Fishing* message. Assuming a goal of partnering with 100 percent of state agency websites, the survey results help direct efforts to understand why states are not utilizing RBFF materials and what actions are needed to initiate a more cooperative effort.

Table 21 | State Natural Resource Agency Survey, 2006 & 2009

Web Page	June 2006	October 2009	Lapsed Angler Program States
Home Page	5/51	2/51	1/30
Fishing/Fisheries	9/51	12/51	11/30
Other	24/51	27/51	20/30
Query	13/45	22/50	16/30
Web Presence	25/51	29/51	22/30

Lastly, the 2009 website survey provides important information on other programs states are developing aimed at boating, fishing and aquatic conservation.<sup>22</sup> This provides fertile ground for RBFF staff to identify state programs that RBFF can work to support and share with other stakeholders.

### **State Agency Poll**

The Assessment Team found the 2006 and 2008 stakeholder surveys to provide a great deal of general data but no ability to determine overall satisfaction of distinct stakeholders groups. Because state natural resource agencies are vital stakeholder groups whose missions are central to the success of RBFF, the Assessment Team polled all 50 state natural resource agencies. The questionnaire consisted of two parts: Part I examined how state agencies have utilized RBFF products and technical expertise (using similar questions as the 2006 sample), and Part II was directed at the 30 states engaged with RBFF in Lapsed Angler Direct Mail Marketing Program (Table 7). Forty of 50 states provided responses, with 26 of the 30 “lapsed angler” states providing input. RBFF provided points of contact for the 30 cooperating states and ‘fish chiefs’ or their designees were contacted for the remaining 20 states. The polling was conducted in February 2010. Telephone surveys were scheduled at a time convenient to the respondents, with the option to complete the form via email as desired. Representative findings are summarized here and referenced elsewhere in the report with the complete results provided as Exhibit 7.

Table 22 provides an examination of how state natural resource agencies have utilized RBFF materials during the period 2006–2009. For this stakeholder segment, it provides a measure of stakeholder use of RBFF marketing materials, with 83 percent of respondents indicating the use of *Take Me Fishing* and/or *Anglers’ Legacy*. Seventy percent indicated their agencies have placed these materials pro bono in their publications and 63 percent indicate partnering with *Anglers’ Legacy*. Levels of participation in National Fishing and Boating Week, *Passport to Fishing and Boating*, *Best Practices in Aquatic Education* and other program involvement is also indicated. A wealth of direct respondent comments was also provided that gave greater context to how individual state agencies utilized RBFF materials (Exhibit 7).

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<sup>22</sup> Examples include: community fishing events, state fishing guides featuring “where to” and issues like “Stop Aquatic Hitchhikers,” “No Child Left Inside” and related programs such as Arizona’s “Get Outside,” and Project WILD/WT and Idaho’s “Trout in a Classroom.”

Table 22 | State Agency Poll: Ways your Agency has utilized *Take Me Fishing, Anglers' Legacy* or other RBFF products/technical expertise during 2006-2009.

RBFF products and technical expertise	Yes		No		Don't know		Total
a. Have you utilized <i>ake Me Fishing/Anglers' Legacy</i> logos in your communications?	33	83%	7	18%	0	0%	40
d. Have you co-branded your outreach information with <i>ake Me Fishing/Anglers' Legacy</i> logos?	31	78%	9	23%	0	0%	40
e. Have you participated in marketing workshop(s) offered by RBFF?	29	73%	10	25%	1	3%	40
b. Have you placed <i>Take Me Fishing/Anglers' Legacy</i> ads in your publications at your cost (pro bono)?	28	70%	12	30%	0	0%	40
l. Have you provided content to RBFF-hosted website (s)	27	69%	10	26%	2	5%	39
k. Have you provided links to RBFF on your website?	25	63%	11	28%	4	10%	40
f. Have you partnered in RBFF's <i>Anglers' Legacy</i> program?	25	63%	14	35%	1	3%	40
h. Have you incorporated RBFF <i>Best Practices in Aquatic Education</i> into your own programs?	20	50%	15	38%	5	13%	40
g. Have you utilized National Fishing and Boating Week planning materials and/or hosted NFBW events?	18	45%	21	53%	1	3%	40
i. Have you hosted <i>Passport to Boating and Fishing</i> education sessions?	7	18%	27	68%	6	15%	40
c. Have you placed <i>Take Me Fishing/Anglers' Legacy</i> ads in your publications at discounted cost?	3	8%	36	90%	1	3%	40

The poll also asked a series of question rating RBFF's cooperative involvement with the agencies. Table 23 summarizes agency responses to seven questions aimed at how RBFF helps with recruiting more anglers and boaters, educating the public on where to fish and boat, and the like. While specific state information has been intentionally stripped from our results, these responses could be used by RBFF to develop a specific list of all 50 states indicating where RBFF is doing a great job and where there is work still to accomplish.

Table 23 | How would you rate RBFF's cooperative involvement with your Agency?

How would you rate RBFF's cooperative involvement?	Mean(a)	Valid N	Word anchor	Rank
a. Rate RBFF's help in assisting your agency mandate.	3.81	36	Somewhat effective	1
b. Rate RBFF's help in recruiting/retaining more fishermen in your state.	3.73	37	Somewhat effective	2
d. Rate RBFF's help in selling more fishing licenses.	3.69	35	Somewhat effective	3
g. Rate RBFF's help in improving your public image.	3.65	37	Somewhat effective	4
f. Rate RBFF's help in educating users on where to fish & boat in your state.	3.26	31	Neutral	5
c. Rate RBFF's help in recruiting/training more boaters in your state.	2.90	21	Neutral	6
e. Rate RBFF's help in registering more boats.	2.71	17	Neutral	7

(a) Where 1=very ineffective, 2=somewhat ineffective, 3=neutral, 4=somewhat effective, 5=very effective, "don't know" eliminated for purposes of this analysis.

Table 24 cross tabulates the question "How would you rate RBFF's cooperative involvement with your agency" with the question "How would you describe RBFF staff assistance?" Results strongly suggest that where there is regular contact with a state agency, RBFF's staff assistance is rated as "very valuable." Even in cases where cooperative involvement was occasional or rare, the respondents still rated the value of RBFF highly. This speaks highly of RBFF staff involved with state programs and the importance of regular contact with state stakeholders. This conclusion is bolstered by the comments received as well (see Exhibit 7). "Dedicated," "Professional," "Helpful" were common attributes assigned to RBFF staff. The Assessment Team believes these are well-deserved accolades to RBFF staff, with the observation that RBFF needs to be extending this support to all 50 states. It is also a leading reason for the Team's recommendation #5.



PHOTO BY REUBEN YAU/FLICR

Table 24 | “How would you rate RBFF’s cooperative involvement” cross tabulated with “How would you describe RBFF staff assistance?”

**Q5. Rate RBFF’s cooperative involvement with your Agency in terms of:**

**Q6: How would you describe RBFF staff assistance?**

	Not valuable		Somewhat valuable		Very valuable		Unable to rate		Total
Regular	0	0%	0	0%	20	100%	0	0%	20
Occasional	0	0%	4	33%	7	58%	1	8%	12
Rare	1	14%	1	14%	2	29%	3	43%	7
None	0	0%	0	0%	0	0%	0	0%	0

**RESEARCH.** Collectively, RBFF’s research has provided critically important insights into why individuals boat and fish, ethnic and gender distinctions, as well as barriers to participation. RBFF continues to produce research on topics of import to its angling and boating stakeholders. The Fishing and Boating Participation Relationship Research provides evidence for fishing being a strong pathway to boating—an assumption built into many of RBFF’s programs. The Oregon marketing research is another example of targeted research at a time when many states nationwide are undergoing a decline in overall boat registrations. It is also aimed directly at the boating segment at a juncture when boating stakeholders have made it clear that they want to see RBFF more fully engaged in boating. The Oregon project is also a solid example of RBFF helping to develop research and marketing tools that individual states on their own might not have the means and abilities to undertake; but in partnership with RBFF, pilot projects can be developed, tested, evaluated and launched. It remains to be seen how the Oregon pilot project will be sustained and rolled out in other states, but the initial focus appears vital and timely.

RBFF has judged the Oregon Lapsed Boat Registration Pilot Program a success, and results will be used to expand efforts in the future. However, the decision not to include some factor of staff time and overhead in the Return on Investment equation appears imprudent. As stated in discussions on the Direct Mail Program (pages 23–24), how will states determine if such efforts are worth their time and effort if RBFF pilots fail to include an adequate accounting of costs? Such information is critical to program design before rolling out additional pilots to other states.

Stakeholder surveys indicate that many stakeholders view RBFF’s ongoing research efforts as a key undertaking. It is not apparent, however, that a systematic process exists to consult with a broad range of stakeholders to define research needs and prioritize efforts. The 2006 Assessment recommended that RBFF develop future research agendas in collaboration with stakeholders. RBFF responded to this recommendation by stating that it would “implement Research & Evaluation reporting and communications

guidelines and incorporate the communication of R&E projects into the FY 2008 stakeholder communications plan.” As of December 2009, this process remains unclear. Development of a future research agenda in collaboration with stakeholders will assist in providing transparency and consistency to the development of future research projects.

### **Sport Fish Restoration Match**

In this current period of tight state budgets and reduced revenue for aquatic resource management, it is even more critical that RBFF hold itself to the same standards as recipient states in the receiving SFR funds by generating a 25 percent or better match.

While RBFF’s Operations and Policy Manual states that “RBFF shall make reasonable efforts to obtain non-federal contributions and other revenues in amounts equal to or greater than 25 percent of the federal funding received,” reporting provided by RBFF to SFBPC, April 2, 2007 to July 29, 2009, suggests to the Assessment Team that RBFF elected not to consistently track non-federal match for its activities.

RBFF is working to ramp up its revenue production activities and is confident that it will be in a position to generate significant non-federal revenues to support its programs by the end of FY 2010. The Assessment Team encourages RBFF to continue to move forward in addressing this issue and calls on both the SFBPC and FWS to assist RBFF with its efforts.

### **Communications**

From 2007 to 2009, RBFF consistently submitted annual reports to FWS, SFBPC and its stakeholders—a marked improvement over previous years. While these reports largely consist of “highlights,” RBFF is increasingly presenting its accomplishments against a set of stated performance goals. The Assessment Team applauds RBFF for its increased communications and accountability with the caveat that a consistent changing of performance measures, while understandable in the search for better measures, makes it difficult to judge performance over time.

## Recommendations to Increase Reach and Impact

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.
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 to provide a "State of the States" report to SFBPC biennially.
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.
7. Develop a Future Research Agenda in collaboration with stakeholders. Report on the process of addressing this agenda annually to SFBPC and FWS.



A CHILD'S FIRST FISH MAY LEAD TO A LIFETIME OF OUTDOOR ENJOYMENT AND A GROWING APPRECIATION FOR THE AQUATIC ENVIRONMENT. (PHOTO: TIM HALLER, USFWS/FICKR)

**:: Question 3 ::**

**Has RBFF increased the public’s knowledge of “how-to” boat and fish, and its awareness of boating and fishing opportunities?**

**Context**

Educating people about how and where to boat and fish, and making availability of and access to boating and fishing locations easy and simple are two of the five objectives set forth in the 1998 National Outreach and Communications Program. The program called for improving communications regarding angling and boating opportunities, reducing barriers to participation (which includes knowing how and where to boat and fish), and the adoption of sound and safe fishing and boating practices.

In response to these directives, RBFF has developed and implemented a number of programs and activities to provide consumers “how-to” and “where-to” boating and fishing information. Examples include: TakeMeFishing.org, National Fishing and Boating Week and other events, and partnerships with the private sector such as the Take Me Fishing Centers.

**Basis for Assessment**

The 2009 Assessment focuses performance measures on a single indicator examining the impact of TakeMeFishing.org as a sources of information on learning the “where-to” and “how-to” of boating and fishing. The initial baseline is established as FY 2002, interim baseline as FY 2006, present performance is FY 2009, and the target performance is set for FY 2012 (Table 25).

**Assessment Metrics**

Table 25 | **Assessment Measures for Question 3 “Public Knowledge”**

<b>Indicator</b>	<b>Measure</b>	<b>Baseline (FY 2002)</b>	<b>Performance (FY 2006 &amp; 2009)</b>	<b>Target (FY 2012)*</b>
3.1 TMF.org is the “where-to” and “how-to” site for people looking for boating and fishing information.	Unique site visits.	NA	2006: 530,000 2009: 2,417,989	5,000,000
	State agencies work cooperatively with RBFF to ensure TMF.org boating & fishing access information is the best available.	NA	NA	50 states indicate TMF.org information is best available.
	Stakeholders assist RBFF in developing and maintaining knowledge-based portions of TMF.org.	NA	NA	100% of pages.

\* Targets are presented here for illustrative purposes. Actual targets should be set appropriately by the RBFF Board of Directors for those performance measures they elect to report against. NA = “Not applicable.”

## Presentation of Activities

This section examines: 1) how-to and where-to capabilities of TakeMeFishing.org; 2) National Fishing and Boating Week; 3) Take Me Fishing Centers; and 4) Safe Boating and Fishing.

### TakeMeFishing.org

In April 2007, RBFF launched a “new and improved” TakeMe Fishing.org (TMF.org) website, publicized as the “Web’s largest database of fishing and boating spots and home of unprecedented how-to information.”<sup>23</sup> The site features a “Where to Fish and Boat” locator, allowing visitors to search a database of more than 11,000 locations in all 50 states and get useful information on fishing and boating. It also provides fishing license information, local regulations, fishing reports and other local boating and fishing news. RBFF also requested input from state fish and wildlife agencies and outdoor writers to identify destinations located near major cities to be designated as “Family Friendly Hot Spots.”



In 2008, RBFF undertook another redesign of TakeMeFishing.org to make the website the centerpiece of the *Take Me Fishing* campaign. The upgraded website’s features include:

**FISHING PAGES** offer information on a wide range of fishing-related topics, from how to bait your hook to where to fish for a particular species. Much of the fishing section revolves around “Fishopedia,” where you can “learn about every kind of fish and what it takes to catch them.” Features include a Species Explorer, How to Fish, Know Your Habitats, Fishing Safety, Bait & Equipment, and Fishing & Conservation.

**BOATING PAGES**, organized by “Learn” and “Plan,” allow visitors to compare boats, “Boat like a Pro,” and learn many aspects of boating such as water preparedness, hauling your boat, and importance of weather. “Boat like a Pro” provides information on handling, anchoring, and fuel economy. A number of videos are featured throughout the pages. The navigation pages give direction on rules of the road, buoys/markers, and nautical charts. Also included are additional links to resources such as “Chart Reading 101” by BoatSafe.com. Visitors can link directly to state agencies to learn how to register their boats and learn more about state boating regulations as well.

**STATE INFORMATION** features an interactive map of United States where visitors select a state of interest. Once selected, the state’s home page features Places to Boat & Fish, Fishing Resources, Boating Resources, and Get a License. It also features tabs for Registering your Boat. The “Places to Boat and Fish” provides a facility finder, family friendly hotspots, charters and guides, and information on facilities, outfitters, marinas and campgrounds. Local fishing reports, education programs, fishing events and

<sup>23</sup> RBFF 2007 Annual Report, page 10.

regional weather conditions (courtesy of Google Weather) are also provided. The Fishing Resources section provides links to state licensing information, regulations and on-line purchases (for states with on-line purchase capability).

**COMMUNITY PAGES** provide information on *Anglers' Legacy*, Master Casters, Hotspot Map, Catch a Boat, and Fishington. Fishington is an online community where interested users can create a profile, share tips, join groups and swap stories—an online social network, like Facebook, for anglers and boaters that was added to TME.org in the Fall of 2008.

**STAKEHOLDER INVOLVEMENT** offers a number of ways for stakeholders to contribute and benefit. Marinas, outfitters, and water-related businesses can post their business listings at no charge, and then they gain exposure from TME.org visitors learning about their services via the “where-to” functions. BoatU.S. has ads on a variety of boating pages where they get a presence on the RBFf website in return for paying RBFf a referral fee for every member that joins BoatU.S. from the TakeMeFishing.org website. The site also features “Guiding Partners,” a list of seven agencies and organizations who have members serving on the RBFf Board of Directors and/or help determine policy and strategic direction for the organization—American Fly Fishing Trade Assn., American Sportfishing Assn., Assn. of Fish and Wildlife Agencies, National Assn. of State Boating Law Administrators, National Marine Manufacturers Assn., SFBPC, and FWS.

**EDUCATION TIP SHEETS** offers eight Tip Sheets as a “great take-away for any demonstration or lesson!” Topics include Kids & Freshwater Fishing, Basic Boat Care, Finding Bait in your Backyard, Fishing Terminology, How to Tie Basic Fishing Knots, How to Hook Bait, Basic Freshwater Baits and When to Fish.

**IMPROVED BOATING AND FISHING ACCESS INFORMATION.** At the time of the 2009 Assessment, RBFf has undertaken a project to enhance the boating and fishing access information on TME.org. RBFf is working with agencies to expand and improve the accuracy and availability of access data. RBFf will be working with agencies to make the process of sharing data as easy as possible. Once the data are collected, they will be uploaded into the website database, for which agencies can then be provided back-end access if desired. Agency data will be phased in through a rolling process over the next several months based on interest and data availability.

### **National Fishing and Boating Week**

Coinciding with many states' free fishing days, National Fishing and Boating Week (NFBW) occurs the first full week of June, hosting events to promote fishing and boating at thousands of sites around the country. Since 2001, when Boating was added to National Fishing Week, RBFf has played a larger role in the annual event's support and promotion.

The sixth annual NFBW, held June 3–11, 2006, boasted an all-time high participation level, with more than 1,500 reported events being held nationwide. Participants enjoyed fishing derbies, regattas, educational programs, boating demonstrations, festivals and more. The NFBW Radio Tour worked to spark local interest in fishing and boating by generating an estimated 14 million listener impressions.

RBFF's efforts on behalf of the 2007 NFBW generated 27,350,100 total consumer impressions, equating to a total advertising equivalency value of \$234,612. RBFF's outreach efforts included a national press release, audio news release, radio media tour, TV and online news coverage.

The 2008 event, according to RBFF's 2009 Annual Report, received good media coverage, including a story on the *CBS Early Show*. National, regional and local activities "celebrated the joys of fishing and boating and the value of connecting children with healthy outdoor, aquatic fun." Nationwide, professional anglers helped promote the week in radio interviews reaching 12 million people.

### Take Me Fishing Centers

As a continuation of the National Marine Manufacturers Association (NMMA)-RBFF partnership, Take Me Fishing Centers were developed as a travelling attraction at boat, fishing and sports shows across the country.<sup>24</sup> Prior to FY 2008, the centers were staffed entirely by NMMA through a cost-sharing arrangement between RBFF and NMMA. Beginning with FY 2008, RBFF assumed full responsibility for planning and staffing the Take Me Fishing Centers, giving RBFF greater flexibility in selecting the venues for the centers as well as the activities and promotions featured within the centers.

Designed to share the sport and educate consumers, the Take Me Fishing Centers featured interactive and hands-on activities, presentations and demonstrations that gave visitors the know-how to get started or improve their fishing skills. Depending on the Take Me Fishing Center's layout, visitors could also test their target casting skills and hone their fishing knowledge by attending educational seminars at a giant fish tank stocked with local fish species.

In 2008, RBFF organized Take Me Fishing Centers in Baltimore, Chicago, Long Beach, Louisville, New Orleans and San Diego (two events). As a result, RBFF collected 5,170 *Anglers' Legacy* pledges, sold 827 fishing licenses and generated 68 media stories to an audience of 5.2 million, with an advertising equivalency value of \$129,459.

In 2009, RBFF conducted six Take Me Fishing Centers across the nation, primarily targeting sports shows (as opposed to boat shows) where attendees more closely fit the targeted demographics for the Take Me Fishing campaign and the *Anglers' Legacy* ambassador profile.

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<sup>24</sup> A Mobile Marketing Tour was launched in 2003 as a partnership between NMMA, RBFF, and other sponsors. The tour took boating and fishing "on the road" utilizing a specially designed tractor trailer and associated exhibits. Benefits of the program included its outreach to wider audiences in non-traditional locations and its partnership with NMMA and other stakeholders. Unfortunately, the anticipated growth in sponsors failed to materialize and the program was discontinued in 2007.

## Safe Boating and Fishing

The number of recreational boating fatalities has fallen from a high of 1,743 in 1973 to a low of 676 in 2004. A total of 709 fatalities were recorded by the U.S. Coast Guard in 2008, along with 3,331 injuries and 4,789 accidents that resulted in approximately \$54 million of damage to property. Drowning was the cause of death in over two-thirds of all fatal boating accidents, and of those, 90 percent were not wearing a life jacket. Careless/reckless operation, operator inattention, no proper lookout, operator inexperience and passenger/skier behavior ranked as the top five contributing factors in all boating accidents. It is worth noting that only ten percent of deaths occurred on boats where the operator had received some form of boating safety instruction.<sup>25</sup> These statistics make it obvious there is a continuing need for boating safety programs and outreach. The proper and safe operation of boats, along with the wearing of proper personal floatation devices (PFDs) are as necessary today as they were decades ago when the United States Power Squadron (1914) and U.S. Coast Guard Auxiliary (1941) began working to improve boating safety.



RBFF WEBSITES WORK TO ENSURE SAFE BOATING AND FISHING MESSAGES ARE CONSISTENTLY DELIVERED.

The adoption of sound and safe fishing and boating practices is a consistent message found throughout RBFF's programs and activities. National media campaigns depict appropriate use of personal floatation devices (PFDs). One of the six *Passport to Fishing & Boating* (page 70) stations is "Smart Boating, Safe Boating," and safety plays a prominent role on the TakeMeFishing.org website as well.

TakeMeFishing.org's boating pages have a "Boat Responsibly" page that speaks to PFDs, signaling devices, fire extinguishers, communications and other safety topics. The link to "Ten Items You Should Keep on Your Boat," however, was not found, highlighting the downside of using hotlinks on websites. Under the "Education is Key" page, the viewer can get information on boating safety and navigation courses offered by the U.S. Power Squadron and others.

<sup>25</sup> U.S. Coast Guard, Recreation Boating Statistics 2008 (<http://www.uscgboating.org/statistics/>).

## Findings and Observations

**TAKEMEFISHING.ORG.** RBFF publicizes TakeMeFishing.org as “the premier online destination for boaters and anglers to learn, plan and equip for a day on the water.” The 2009 Assessment Team found the overall look and feel of TakeMeFishing.org impressive—the website has undergone vast improvements since it was first launched in 2005. The 2008 Stakeholder Survey (Allegheny 2009) supports these impressions, as 85 percent of the surveyed stakeholders were aware of the website, and 56 percent indicated that they have used the site on one or more occasions. The site’s current design and architecture are well received by visitors, with the majority indicating that they easily found the information they were seeking (Brunner 2009). Brunner’s online survey of 1,003 visitors in August–September 2009 also indicates that the majority of those surveyed found TMF.org easy to understand, credible, useful, and up-to-date.

In addition, the website ranks high in search engines as a result of RBFF actively purchasing SEMs (Search Engine Marketing that seeks to promote websites by increasing their visibility in *search engine* result pages) and the site’s growing popularity.

While the broad accolades for the TMF.org improvements are well-deserved, the 2009 Assessment Team’s own navigation of the site encountered mixed results. Team members visited states where they had expert knowledge and queried specific information on species accounts, boat launches, and public fishing access sites. In some instances, specific “how-to” and “where-to” information was useful and complete, while other searches found inaccurate and incomplete information. This informal query analysis found that the site: 1) commonly failed to point users to existing state-published information (e.g., New Hampshire Freshwater Fishing Guide publication); 2) lacked site and/or information on marinas with public launch facilities known to exist (e.g., ACE Basin in South Carolina); and 3) failed to show state fishing access sites (e.g., angler access sites on Yellowstone River in Montana). This inconsistent value was evident in the poll the Assessment Team conducted of state agencies (see Exhibit 7, Question 7).

A specific set of examples illustrating some of the inconsistencies is presented here. They are offered here, not as a comprehensive critique of the site’s content, but as an indication of where TakeMeFishing.org should improve if it is to truly be “the premier online destination for boaters and anglers to learn, plan and equip for a day on the water.”

- Fishopedia claims to include “every kind of fish.” A search of the salmonid family found no species accounts for Arctic char, bull trout, chum or pink salmon. For ranges, Coho salmon were not found in Alaska and Atlantic salmon were erroneously found in Idaho and California. There were no illustrations for Atlantic salmon, arctic grayling, cutthroat trout or Dolly Varden.
- Anglers wanting to fish the lake commonly known as Lake Lanier northeast of Atlanta, Georgia, must search much more specifically for “Lake Sidney Lanier” to find it in the database. Among the fish listed as occurring in the lake was the “longtail tuna.”

- For bait and lures to be used for catching brook trout, the site suggests “flies” with little more useful description. Under habitat, it states that brook trout are found in freshwater lakes and ponds, but neglects to mention they occur in streams and rivers as well.
- When searching all facilities in southwestern Montana, home to dozens of fishing, boating and camping opportunities, very limited offerings were mapped.
- Offered hotlinks on fishing conditions and outfitters were often unavailable.
- Fishing Safety offered good information on wearing PFDs, but not on wearing glasses for protection from hooking, or the advantages of barbless hooks as being easier to extract from yourself or a fishing buddy.
- Bait & Equipment includes the following statement “Many lakes don’t allow the use of rough fish minnows as bait because rough fish can take over a lake and starve-out the game fish.” Most state agencies have moved past the use of the good fish/bad fish connotations.
- Fishing & Conservation includes a short statement on “Responsible Angling,” with no mention of catch and release, barbless hooks, circle hooks, angling ethics and other obvious information.

In the 2009 Brunner survey of TMF.org visitors, a control group of “non-visitors” was sampled via an online panel survey. It was found that these “non-visitors,” when compared with actual visitors, sought more specific content on fishing and boating, such as where to fish, fishing and boating regulations, boat launch location, boating safety, etc. The survey also found a large percentage of non-visitors indicated that they had purchased a fishing license. The implication here for RBFF is why “non-visitors” do not view TMF.org as the “go-to” resource for specific information. “Non-visitors” who indicated that they use specific websites for fishing/boating information most frequently used Bass Pro Shops, Cabela’s, BASS-ESPN and the North American Fish Club. A visit to each of these websites on October 10, 2009, found no home page mention of Take Me Fishing or RBFF programs, suggesting a great area of opportunity for RBFF and *Take Me Fishing*.



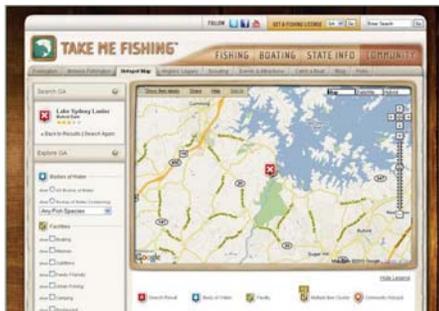
SAMPLE IMAGE ON TAKEMEFISHING.ORG.

Brunner’s 2009 report concluded that to attract the fishing and boating “non-visitor,” RBFF needs to ensure its site is readily accessible with up-to-date content on topics such as where to fish, fishing and boating regulations, and state fishing license information. With this in mind, the Assessment Team believes that TMF.

org’s content should be more closely linked to state fish and wildlife agency sites, as it seems to be inefficient to attempt to keep TMF.org’s state site pages current. Where states offer “how-to” and “where-to” guides RBFF should promote them on TMF.org. Under this scenario, the occurrence of inaccurate information becomes the responsibility of the state natural resource agencies, tourism boards, and regional businesses, not RBFF.

RBFF has taken great strides forward in its efforts to increase the public's knowledge of "how-to" and "where-to" boat and fish. To the future, RBFF will benefit from forging closer relationship with key stakeholders to provide the best information possible. RBFF has assembled a database of 12,000+ places to boat and fish around the country, a task remarkable in scope but not in quality. Too often the information is inconsistent and incomplete as compared to similar data available to the public by many states' websites.

The Assessment Team believes future success for TME.org and RBFF lies in the development of a collaborative partnership with each state where RBFF and the states define how RBFF can best promote each state's boating and fishing opportunities. For states with strong resources, TME.org should promote those resources. For states working to improve their boating and fishing access information, RBFF should assist them in that effort. A similar opportunity exists



SAMPLE MAP LOCATION ON TAKEMEFISHING.ORG.

to improve the "how-to" areas of TME.org. RBFF should partner with federal agencies (like the FWS), and professional organizations, (like the American Fisheries Society and the Aquatic Resources Education Association) to keep their web pages accurate and timely. Another distinct benefit of this partnership approach is that the state agencies and other partners become responsible for ensuring the accuracy of the information, not RBFF. It also opens up the opportunity for RBFF to provide a service by sharing its "expertise" in assisting states with developing key information about angling and boating where it is lacking. RBFF can elect to focus on providing state agencies with a better tool for state tool kits rather than establishing a competing tool. Feedback received from state contacts suggests they are looking for more collaboration and flexibility from RBFF, rather than competition for the "best website." The end result is that RBFF becomes more active in promoting its stakeholders' efforts, rather than merely requesting stakeholders promote RBFF's products.

**NATIONAL FISHING AND BOATING WEEK.** In 2003, an RBFF-convened stakeholders' forum concluded that NFBW had not reached its full potential and recommended that RBFF continue to facilitate the events and work to increase the number, diversity and quality of stakeholder participation. The forum specifically recommended: 1) RBFF and stakeholders develop a clear vision/objective for NFBW; 2) consider hiring a spokesperson for NFBW; and 3) consider using paid advertising to promote NFBW. In response, RBFF has met regularly with interested stakeholders and recruited former Dallas Cowboys coach Jimmy Johnson, actor Dean Cain and actress Jane Seymour to serve as NFBW honorary chairs in 2004–2006. However, RBFF opted not to use paid advertising to promote NFBW and discontinued use of honorary chairs in 2007 due to costs.

In evaluating the program for 2001–2004, RBFF concluded that NFBW successfully introduced new people to boating and fishing and the events improved community relations. Conversely, the evaluation also found the overall size of events and demand for NFBW products were declining.<sup>26</sup>

The 2008 Stakeholder Survey (Allegheny 2008) attempted to assess the value of NFBW, determine if respondents planned to hold events during NFBW, and whether respondents were aware of event registration opportunities at TME.org. The survey found 80 percent of responding stakeholders continued to find value in NFBW, but only 42 percent of this group planned to actually hold events during NFBW (a significant decrease from 2006 survey).

The 2006 Assessment acknowledged the important role RBFF has played in enhancing the NFBW program, but recommended that it was time to evaluate the overall utility of RBFF's continued support for NFBW versus supporting other programs that grow long-term recruitment and promote boating and fishing every day of the year rather than one week in June. This Assessment Team reaches a similar conclusion.

**BOATING SAFETY.** Safe boating and fishing remain integral to RBFF programs and the organization continues to play a role in promoting practices that enhance awareness about safe and responsible boating and fishing. TME.org provides a tab for “Fishing Safety” that offers good information on wearing of PFDs, tips on safe wading, and the Reach-Throw-Go method of rescue. Recognizing the constant need for improvement, the Assessment Team discovered that the importance of wearing glasses to protect eyes from hooks or the safety advantages of fishing barbless (easier to extract in case of accidental hooking) are not mentioned, and the “Education is Key” page provides information on boating safety and navigation courses offered by the U.S. Power Squadron but not the Coast Guard Auxiliary.

RBFF has taken great strides forward in its efforts to increase the public's knowledge of “how-to” and “where-to” boat and fish. To the future, however, RBFF will benefit from forging closer relationships with key stakeholders to provide the best information possible.

A final point concerns access. RBFF is beginning to work with states and the FWS in the eastern United States to develop a database of all public access points. This is a vital project with direct benefits to boating and fishing participation.

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<sup>26</sup> *An Evaluation of Planning and Support for National Fishing and Boating Week*, 2003 Summary, A. Fedler report to RBFF, and Comparison of 2001-2004 NFBW Survey Results, RBFF spreadsheet.

## Recommendations to Increase Reach and Impact

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, TME.org should link to the information. Where such information is lacking, RBFF should help create it.
9. Develop partnerships with appropriate stakeholders to produce and maintain “how-to” sections of TakeMeFishing.org, and enhance the conservation and stewardship pages.



PHOTO BY SPARKYPICS/Flickr

## :: Question 4 ::

### How has RBFF enhanced the public's understanding of aquatic resources?

#### Context

Included in The Sportfishing and Boating Safety Act of 1998 is the mandate to “enhance the public’s understanding of aquatic resources and sportfishing, and to promote the development of responsible attitudes and ethics toward the aquatic environment.”<sup>27</sup>

Responding to this mandate, RBFF has worked since its inception to design and implement a set of education programs, including development of best practices, educational grant programs and teaching materials. “Teach youngsters to fish and boat and they’re hooked for a lifetime. By funding, informing and guiding education programs that cast a wide net, RBFF is safeguarding the future of boating and fishing” (2009 Annual Report).

The initial focus and priorities pursued by RBFF in its aquatic education efforts arose from the National Aquatic Education Leadership Summit organized by RBFF in 2002. RBFF invited 40 stakeholder organizations to help develop a national agenda for boating, fishing, and stewardship education. From this summit, RBFF developed a set of best practices for aquatic education and initiated a national educational grants program. Two other efforts, an education web directory and *Passport to Fishing and Boating*, round out RBFF’s four most distinct educational offerings.

RBFF developed *Best Practices in Boating, Fishing, and Aquatic Resources Stewardship Education* in 2003, providing state agencies and other organizations a methodology for designing, implementing and evaluating new and existing aquatic education programs. Since 2003, RBFF has conducted four workshops to introduce *Best Practices* to aquatic educators and others. D.J. Case & Associates conducted the original *Best Practices* training in Alabama in September 2003; RBFF organized another workshop in Idaho in April 2004; and two mini-workshops were hosted at the Project WET conference in Nebraska in May 2005. A *Best Practices Evaluation Guide* was produced in 2006. Developed by more than two dozen aquatic education practitioners, the publication leads educators step-by-step through the design, conduct and reporting of an evaluation process. The *Best Practices* “suite” has been adopted by the Association of Fish and Wildlife Agencies and is available online at RBFF.org.

In 2003, RBFF developed the National Fishing and Boating Education Grant Initiative. Working in cooperation with the Future Fisherman Foundation, American Association for Leisure and Recreation, and the National Association for Sport and Physical Education, RBFF initially developed the *Phys Ed* program, making funds available for educators to design and implement boating and fishing as a part of their regular physical education curricula. This program has evolved into the National Youth Fishing and Boating Initiative.

<sup>27</sup> The act provides a definition of “Aquatic Resource Education Program” which is presumed, in the absence of a specific reference, to refer to the outreach and communications program and what is inferred as actions to promote conservation and responsible use.

To help introduce youth and families to fishing and boating, RBFF developed its *Passport* program. Similar to *Best Practices*, *Passport to Fishing & Boating* was developed by a team of noted educators and leaders in aquatic, marine and boating education based on a need identified by the National Fishing and Boating Week Steering Committee. The program provides skills, techniques and information that novices need to begin boating and fishing in their communities. Six interactive learning centers each focus on a key aspect of boating, fishing and aquatic stewardship. The program is designed to be administered by volunteers, adaptable to different geographical areas, and appealing to varying age and interest groups.

Lastly, RBFF routinely participates in events that “further fishing and boating education,” including the Aquatic Resources Education Association annual conferences, National Recreation and Park Association’s 2008 Congress and the North American Conservation Education Conference.

### **Basis for Assessment**

Table 26 presents a set of measures for “Understanding of Aquatic Resources.” RBFF’s National Youth Fishing and Boating Initiative is the focus of Indicator 4.1. Indicator 4.2 measures how state aquatic educators are utilizing RBFF’s *Best Practices* by comparing number distributed against number adopted. RBFF’s *Passport to Fishing & Boating* is addressed in Indicator 4.3.

An indicator examining how RBFF.org is utilized by educators seeking information on aquatic education topics was dropped, as RBFF no longer seeks to provide a wide range of web-based resources beyond its own materials. Similarly, within the indicator, “Educational impact of the *Passport* Program,” the measure “Increase in number of *Passport* kits ordered (RBFF Measure 2003)” was dropped, as the number of *Passport* kits ordered is not indicative of the program’s success, since each kit can be used an unknown number of times. The initial baseline for all indicators is established as FY 2002, interim baseline as FY 2006, present performance is FY 2009, and the target performance is set for FY 2012.

## Assessment Metrics

Table 26 | Assessment Measures for Question 4 “Understanding of Aquatic Resources”

Indicator	Measure	Baseline (FY 2002)	Performance (FY 2006 & 2009)	Target (FY 2012)*
4.1 RBFF assists educators to develop & support programs for acquiring boating and fishing skills and aquatic education.	Grants distributed.	2003: \$150,830	2006: \$408,406 2009: \$782,130	\$1 Million
	# of students served.	NA	2006: 5,000 2009: 185,781	300,000
	Average student contact hours/ total contact hours.	NA	NA	Integrate into grant reporting.
4.2 State Aquatic Educators utilize RBFF <i>Best Practices</i> .	# of state aquatic education programs utilizing/total # programs.	NA. Anecdotal information suggests strong interest.	2006: NA 2009: 50% of 40 states	Develop ability to survey education stakeholders to determine use and satisfaction with product.
4.3 Education integral part of <i>Take Me Fishing</i> Brand.	Unique visits to TMF.org Education pages.	NA	2006: NA 2009: NA	250,000

\* Targets are presented here for illustrative purposes. Actual targets should be set appropriately by the RBFF Board of Directors for those performance measures they elect to report against. NA = “Not available.”

## Presentation of Activities

RBFF’s 2009 Strategic Plan identifies education as one of its five programmatic initiatives, accounting for nine percent (9%) of its budget. The Plan calls for RBFF to use funding, expertise and program guidance to educate and encourage participation in recreational boating and fishing among youth and their families (inclusive of minorities).

In assessing RBFF’s impact on aquatic education, the Assessment Team examined four programs: 1) National Youth Fishing and Boating Grants; 2) *Best Practices in Boating, Fishing, and Aquatic Stewardship Education*; 3) *Passport to Fishing & Boating*; and 4) Web Resources.

## National Youth Fishing and Boating Grants

Beginning in 2003, RBFF and the Future Fishermen Foundation developed the National Fishing and Boating Education Grant Initiative, aka *Physh Ed*. The program was designed to: 1) expose primary and secondary school children to fishing and boating; 2) stimulate school-based boating and fishing programs and help overcome material and equipment obstacles involved in starting new programs; and 3) sustain such programs beyond a single initial year.<sup>28</sup> In an October 20, 2009, press release on *Physh Ed*, the Future Fisherman Foundation reported reaching 16,200 new students during the 2008-09 school year. Of these, 12 percent were from economically disadvantaged households, 24 percent were minorities, and 36 percent included students with special needs. Over the seven year span of the program, the program awarded “more than \$1,200,000 in grant funds to help teachers from 325 schools in 47 states deliver angling, boating and aquatic conservation programs through the *Physh Ed* Initiative.” More than 85,000 students have been introduced to boating, fishing and conservation activities. Evaluations of the program for 2003–2004 and 2004–2005 found strong evidence that teaching fishing and boating skills in elementary and secondary school physical education programs (grades 4–12) yielded increased interest and likelihood of participation in fishing and boating.<sup>29</sup>

A good example of *Physh Ed*'s on-the-ground potential is found at Hutsell Elementary School in Texas. The school developed a Take Me Fishing program directed at grade 3–5 students with the assistance of a single \$3,700 grant received in 2007.



HUTSELL ELEMENTARY PHYSHED PROGRAM.  
PHOTO: TEXAS PARKS & WILDLIFE

As part of their physical education class, students learned about fishing and the aquatic environment, becoming certified Junior Anglers. The school then invited the families to a special fishing outing at a local lake. Texas Parks and Wildlife supports the event by providing extra rods/reels, volunteers, and fish for stocking the lake. The annual event is popular with community volunteers and local businesses. The *Physh Ed* grant was critical to initiating the program.

A history of RBFF's grants in support of youth fishing and boating education and the program's grant recipients are presented in Table 27 and 28, respectively. For FY 2007, RBFF sought to dramatically expand participation through support of *Physh Ed* and the Take Me Fishing Community Initiative—a national, competitive program designed to increase participation in boating and fishing by funding programs in park and recreation agencies run by the National Recreation and Park Association (NRPA). At the end of FY 2008, RBFF reported a total of 111,230 trial experiences through the Take Me Fishing

<sup>28</sup> National Fishing and Boating Education Grant Initiative: 2004–2005 Evaluation Survey Results, Tony Fedler, Human Dimensions Consulting, January 10, 2005, p. 2.

<sup>29</sup> *National Fishing and Boating Education Grant Initiative: 2003–2004 Evaluation Survey Results*, prepared for RBFF by Tony Fedler, October 2004 and *National Fishing and Boating Education Grant Initiative: 2004–2005 Evaluation Survey Results*, prepared for RBFF by Tony Fedler, January 2006.

Community Initiative (88,584 trials) and *Physh Ed* (22,646 trials). Based on these successes, RBFF continues to work to expand the scope and impact of the programs, target underserved audiences, increase grant funding, and collaborate with partners to lower costs.

Table 27 | RBFF National Youth Fishing and Boating Grants, FY 2003–2010

School Year	Total Grants	# of Recipients	Students Served
2003–2004 (FY03)	\$150,830	1 grantee/20 states	NP
2004–2005 (FY04)	\$201,032	1 grantee/22 states	NP
2005–2006 (FY05)	\$379,194	1 grantee/19 states	NP
2006–2007 (FY06)	\$408,406	2 grantees/20 states	5,000+
2007–2008 (FY07)	\$686,503	3 grantees/23 states	18,845
2008–2009 (FY08)	\$782,483	2 grantees/42 states	111,230
2009–2010 (FY09)	\$782,130	9 sub-recipients/42 states	185,781
2010–2011 (FY10)	\$718,510	5 sub-recipients/31 states	TBD
	\$4,109,088		

NP = “Not Provided” to Assessment Team. TBD = “to be determined.”

To increase accountability and transparency of the program, RBFF formed an Education Task Force in late 2007, with a cross representation of aquatic educators, boating law enforcers, NGOs, industry and FWS. The task force was reconstituted in December 2008 with term limits, a purpose statement, and an explanation of the composition of the task force. Its purpose is to review and select grant award recipients annually, review quarterly report summaries of grant recipients, and provide guidance in the development, revision and rollout of educational products to aquatic educators and NGOs. Grant recipients provide RBFF with monthly or quarterly reports (frequency is determined based on their experience with managing federal grant programs). RBFF monitors the sub-grantees’ progress to date in relation to the goals set forth in the grantees’ initial applications. RBFF’s final annual report to the FWS includes information as to the final outcome of the sub-grantees’ programs with an explanation as to why any goals were not met, if applicable. It is left to the recipient organizations to undertake evaluations to ensure that their programs are effective and are actually increasing participation in recreational boating and fishing.

RBFF’s FY 2010 grants program seeks to fund aquatic education programs with schools, parks and clubs where children and their families learn, play and grow. Priority is given to proposals that provide multiple hands-on, on-the-water opportunities, encourage long-term involvement of participants, provide training for instructors and volunteers, and promote conservation education.

Table 28 | Youth Initiative Grant Recipients, FY 2007–2010

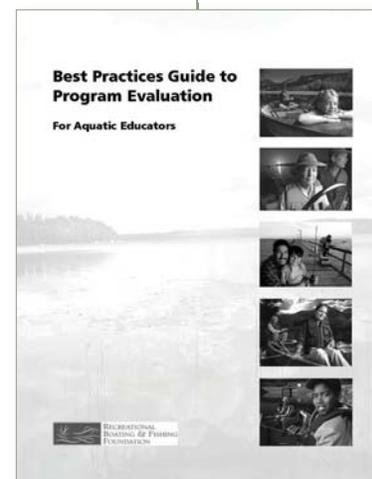
Grant Recipient	FY 2007	FY 2008	FY 2009	FY 2010
Future Fisherman Foundation <i>Physh Ed</i>	\$341,503	\$482,483	\$367,130	--
National Recreation & Park Assn. "Take Me Fishing"	\$300,000	\$300,000	\$132,950	\$500,753
Alliance for Fly Fishing Education	\$45,000	--	--	--
CAST for Kids	--	--	\$79,000	--
Spirit of America Foundation	--	--	\$50,100	--
Living Classrooms of the NCR "Kingman Island Experience"	--	--	\$42,300	--
Natl. Youth Alliance "Preserve America's Waterway"	--	--	\$33,700	--
FishHer "Go Fish Girls!"	--	--	\$32,000	\$78,525
YMCA of Metro Minneapolis	--	--	\$25,000	--
Junior Anglers & Hunters of America, Inc.	--	--	\$19,950	--
International Game Fish Assn. "Outreach Education"	--	--	--	\$88,732
Let's Go Fishing "Intergenerational Fishing"	--	--	--	\$35,000
Trout Unlimited "Trout in the Classroom"	--	--	--	\$15,500
	\$686,503	\$782,483	\$782,130	\$718,510

### Best Practices for Aquatic Education

RBFF compiled a compendium of research on best practices in 2001. In 2003, a panel of 30 educators helped develop the *Best Practices in Boating, Fishing, and Aquatic Resources Stewardship Education* project, including a workbook, teachers' guide, fact sheets, PowerPoint presentation, and educators' newsletter. RBFF hosted workshops and pilot projects to develop and encourage their adoption by educational programs across the nation. RBFF established two measures of success for the program: 1) growth in use and adoption of the best practices tools by aquatic educators; and 2) continual growth and modification of best practices to reflect latest research and experience.

In September 2004, the Association of Fish and Wildlife Agencies passed a resolution encouraging the use of best practices in education, such as those developed in the *Best Practices in Boating, Fishing, and Aquatic Resources Stewardship Education* project, to achieve the highest quality educational programs.<sup>30</sup>

In 2006, RBFF produced a *Best Practices Guide to Program Evaluation*. Written for aquatic educators throughout the U.S. who implement boating and fishing programs, the guide was developed by more than two dozen aquatic experts and educators. The guide leads educators step-by-step through a program



<sup>30</sup> Resolution adopted by the Association of Fish and Wildlife Agencies, Atlantic City, NJ, September 30, 2004.

evaluation process and helps them plan, create, conduct and report evaluation results. Table 29 provides a summary of stakeholder awareness and usage. The publication is available to educators online at RBFF.org

Table 29 | **Best Practices Awareness and Usage according to Stakeholder Surveys**

Year	Current Awareness	Current Usage	Likely Future Usage	Contribute to Mission
2003	NM	NM	NM	NM
2006	36%	19%	46%	50%
2008	33%	21%	41%	37%

NM = “not measured”

### Passport to Fishing and Boating

*Passport to Fishing & Boating* provides a kit of educational materials to introduce families to fishing and boating. *Passport* evolved from the “Pathways to Fishing” program, a cooperative effort initiated by the Sport Fishing Institute, U.S. Forest Service, Berkley Future Fisherman Foundation, and others in the early 1990s. Launched in 2003, *Passport* was developed and pilot tested by a team of educators. *Passport* consists of six “hands-on” stations, staffed by volunteers, where adults and children learn basic skills and techniques to begin boating and fishing. The *Passport* program also includes a conservation and responsible use message as part of each learning activity. A materials kit of teaching tools, posters, and other printed materials can be downloaded free from the RBFF.org website. In 2009, RBFF introduced a series of patches that scouts can earn. The *Passport* Patch Program is an introduction to fishing and boating for Cub Scouts and Boy Scouts aged 6 to 11 who take part in the *Passport* interactive program. Table 30 provides a summary of stakeholder awareness and usage of *Passport* based on surveys in 2003, 2006 and 2008. It is important to note that some respondents indicated that they have conducted the event many times and did not need additional help.

In an effort to update the look and content of the program, RBFF initiated a redesign of *Passport* in FY 2009. As a first and key step in the redesign process, a satisfaction survey was conducted of known users of the *Passport* kit. Input was sought from subject matter experts in fisheries biology and current youth aquatic educators. Under the guidance of the Education Task Force, a newly redesigned *Passport to Fishing & Boating Kit* debuted as a free, online, downloadable resource in May 2009. Currently RBFF is averaging six downloads per week—for a total of 176 downloads since May 2009.

Table 30 | **Passport Awareness and Usage according to Stakeholder Surveys**

Year	Current Awareness	Current Usage	Likely Future Usage	Contribute to Mission
2003	37%	15%	49%	--
2006	35%	19%	46%	51%
2008	32%	16%	34%	32%
2009*	NA	18%	NA	NA

\*based on poll of state agencies (page 48).

While *Passport* materials are free to download, RBFF is actively seeking a sponsor to underwrite the costs of a manufactured Passport to Fishing & Boating Kit to be distributed to youth aquatic educators at little to no cost. Concurrently, a marketing and implementation plan is being developed for the sale of the Passport to Fishing & Boating Kit. RBFF is also exploring the feasibility of translating this product into Spanish.

### Web-based Resources

Beginning in 2001, RBFF.org encouraged educators to search its pages for a variety of educational resources. In 2006, there were reportedly more than 3,400 resources available to RBFF.org users and 24,000+ monthly visits reported to the site. At the time, RBFF stated it planned to create more interactivity within the site, promoting more collaboration within the aquatic education realm.

In October 2009, RBFF.org's Education page stated that it is "The Perfect Tackle Box for Educators, including lesson plans, resources and more." There is information on *Best Practices*, *Passport*, and Tip Sheets. There is also a page to apply for Education Grants and an Education Links page providing hotlinks to eight organizations, including Future Fisherman Foundation, National Recreation and Park Association, Trout Unlimited and the Aquatic Resources Education Association. It appears, however, that RBFF no longer attempts to provide a database of education resources beyond its own materials.



PASSPORT TO FISHING & BOATING POSTER ON FISH HANDLING.

### Other Efforts

RBFF's FY 2009 Annual Report states "to bring the importance of fishing and boating education to the public, RBFF focused on education in many of its media communications, generating 65 stories reaching 2.9 million."

RBFF is also supporting the REACH20 project with the National Youth Marine Alliance (NYMA) to catalog the number and breadth of existing programs. The intended purpose of the project is to combine data resources on active, water-based programs that offer access for youth. The result of collecting, verifying and classifying the data, which began in late Spring 2009, will be a web-based, public access tool to assist those wishing to find a program for children and youth in a specific geographic area. To date, NYMA has collected from allied member sources approximately 6,000+ active programs with representation in 48 states and the District of Columbia. The verification process is underway on this first group of programs and this phase is expected to be completed in 2010.

## Findings and Observations

RBFF has undertaken a number of important projects in collaboration with the aquatic education community. The National Youth Fishing and Boating grants and *Best Practices* effort are RBFF's two most impactful programs.

**NATIONAL YOUTH FISHING AND BOATING GRANTS.** The 2006 SFBPC Assessment Team found RBFF's *Phys Ed* program has made a contribution to increasing knowledge and enthusiasm for boating and fishing at targeted elementary and high schools, with continued success being primarily limited by available funding. Along with the emerging partnership with the National Recreation and Park Association, the 2006 Assessment concluded that the program "contributes to recruiting the next generation of boaters, anglers, and conservationists. The programs are measurable and leverage RBFF funding to expand programs conducted by stakeholders without requiring increased staffing by RBFF."

Since the 2006 Assessment, RBFF has expanded its educational grants program, increasing award funding from \$200,032 in FY 2004 to \$782,130 in FY 2009. The number of youth served has expanded as the program continued to fund aquatic education programs with schools, parks and clubs. RBFF has also moved to provide the program with greater accountability and transparency through the naming of an Education Task Force and implementation of a stronger grant awards process.

The Assessment Team reaffirms the importance of this grants program and encourages RBFF to continue to expand it. It is also important, however, to initiate an evaluation of the program, actively assess the impact of past programs and utilize these learnings in framing future directions—e.g., to have RBFF follow its own *Guide to Program Evaluation*. After eight years and the investment of more than \$8 million, RBFF has a wealth of learnings to mine and share with the educational community. Posting of grant reports, blogs from grantees and other web-based information also represents an opportunity for RBFF. A reliance on cost per child and underserved audience measures is blind without a better understanding of program impact. Outreach programs are often "touch" or "contact" programs where contact is generally a short, single-exposure. These programs are good for generating overall numbers of exposures, but their overall educational impact is more uncertain, as is their angler recruitment potential. Longer-term programs that offer multiple "trial experiences" more readily result in a more in-depth understanding of aquatic resources and creation of new anglers. These programs have a greater unit cost and smaller overall number of students served, but may have a larger contribution to RBFF's overall mission of recruiting more anglers and boaters. There is also a perception among educators that an increase in conservation and stewardship behaviors is more likely to occur from long-term exposure to aquatic education programs than would be expected from a brief exposure. RBFF is encouraged to continue to fund programs along both lines and to actively mine lessons learned from the grants.

RBFF also needs to provide a stronger definition of "trial" experience so that true program evaluation can be undertaken. In addition to tracking funding and number of

students, RBFF should require subgrantees to track “student contact hours” and “average student contact hours” as part of their reporting guidelines. Geography, ethnicity, and dollars spent are important attributes, but without the amount of time each child spends on a fishing or aquatic education program, the ability to ultimately evaluate results is compromised (as stated in *Best Practices*). A central question of interest is “are we creating aquatic stewards, anglers and boaters?” *Best Practices* directs that it takes time (multiple or continual exposure) and a number of other factors to facilitate a change in behavior. Without conducting an evaluation, RBFF and its stakeholders can only guess at the grant program’s impact.

**BEST PRACTICES.** RBFF’s *Best Practices* suite continues to provide an important contribution to the aquatic education community. The addition of the *Guide to Program Evaluation* enhances that contribution. Absent a targeted surveying of RBFF’s stakeholder’s (pages 44–47), however, the overall impact of RBFF’s *Best Practices* is difficult to assess except through anecdotal evidence. Two observations made by aquatic educators contacted by the 2006 Assessment Team continue to be useful here: 1) RBFF *Best Practices* have been very useful in developing a number of programs; and 2) RBFF needs to go beyond workshops that simply present RBFF-developed materials to craft more partnerships with aquatic educators at state and local levels.

The development of the *Best Practices* tool is important for aquatic education programs to assist them in the evaluation of their programs. RBFF has the opportunity to demonstrate this by using the *Guide to Program Evaluation* to evaluate its own National Youth Fishing and Boating Grants. In addition RBFF has stated its measure of success to support “continual growth and modification of best practices to reflect latest research and experience.”

RBFF’s development of *Best Practices* is a successful example of where RBFF and its educational stakeholders 1) identified a need, 2) utilized experts within the community to develop the product, 3) cooperated to distribute the product, and 4) moved on to the next need.

**VISIBILITY OF EDUCATION WITH THE TAKE ME FISHING BRAND.** RBFF’s educational focus is presently centered on RBFF.org. With the growth and impact of TakeMeFishing.org, RBFF has the opportunity to more fully integrate education into the overall *Take Me Fishing* brand. RBFF.org once provided a set of select educational resources gleaned from stakeholders on its website. While RBFF elected to stop offering this service, RBFF continues to be in a unique position to feature a “Top 50” of their stakeholders most used aquatic resources along with links to the contributing stakeholders. Many of these resources remain challenging for volunteer leaders and others to locate and this would be another way for RBFF to support the work of their stakeholders. Lastly, the Assessment Team encourages RBFF to work with appropriate stakeholders to increase the overall impact and value of TMF.org’s educational pages (page 61).



RBFF’S BEST PRACTICES PUBLICATIONS ARE INTENDED TO INCREASE THE IMPACT OF A WIDE RANGE OF EDUCATION PROGRAMS (HERE: FISH ANATOMY DEMONSTRATION, USFWS).

## Recommendation to Increase Reach and Impact

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.



FIFTH GRADERS IN ST. LOUIS, MO MEET AN ALLIGATOR GAR. (PHOTO: USFWS)

## :: Question 5 ::

### Have RBFF products and activities increased conservation and responsible use of aquatic resources by boaters and anglers?

#### Context

Aquatic resource stewardship is synonymous with the conservation and responsible use of aquatic resources. These concepts are ingrained in the Sportfishing and Boating Safety Act of 1998 and the Strategic Plan for National Outreach and Communication Program. The Sportfishing and Boating Safety Act calls for an outreach program “to promote conservation and the responsible use of the nation’s aquatic resources.” The first two guiding principles for all outreach activities outlined in the 1998 strategic plan are: 1) recognize, reinforce, and commit to the importance of sustainable aquatic habitat and natural resource conservation; and 2) emphasize that boaters and anglers are conservationists by demonstrating their commitment and contribution to conservation efforts. Both the 1999 and 2009 memoranda of understanding between RBFF, FWS, SFBPC, and AFWA mirror the Act’s conservation and responsible use language.

The cooperative agreements between FWS and RBFF state a performance goal of “increasing public participation in recreational fishing and boating activities and increasing public awareness of the need for aquatic resource conservation.” In addition, RBFF’s mission as articulated in the 2005–2010 strategic plan is to “implement an informed, consensus-based national outreach strategy that will increase participation in recreational angling and boating and thereby increase public awareness and appreciation of the need to protect, conserve, and restore this nation’s aquatic natural resources.”

In its Report Highlights of the *Making of a Resource Steward* RBFF defines aquatic stewardship as “taking personal responsibility to sustain and enhance freshwater and marine resources, while accepting an obligation to the environment.”<sup>31</sup> The concept of stewardship is built on three presumptions:

1. By their activities, boaters and anglers contribute to aquatic conservation through fishing license sales and excise taxes paid on their purchase of equipment and motorboat fuel;
2. Avid boaters and anglers are often among those who most value the aquatic environment; and
3. Increased boating and angling participation will result in increased public awareness and appreciation of the need to conserve aquatic resources.

#### Basis for Assessment

In its 2002 report, the SFBPC called for a determination of the “effect of effort” on aquatic resource stewardship. As this effect is difficult to measure at best, it was set aside by the 2006 Assessment.

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<sup>31</sup> Report Highlights: The Making of a Resource Steward, prepared for RBFF June 2006 by Karen Hockett and Julie McClafferty of Virginia Tech Conservation Management Program.

A set of assessment measures for “Conservation and Responsible Use” are presented in Table 31. The initial baseline is established as FY 2002, interim baseline as FY 2006, present performance is FY 2009, and the target performance is set for FY 2012.

The U.S. Fish and Wildlife Service Cooperative Agreement, by which federal funding is transferred to the Foundation, provides the language for Indicator 5.1. Indicator 5.2 addresses RBFF’s commitment to infusing an aquatic stewardship message into the full range of its boating and fishing messaging.

### Assessment Metrics

Table 31 | Assessment Measures for Question 5 “Conservation and Responsible Use”

Indicator	Measure	Baseline (FY 2002)	Performance (FY 2006 & 2009)	Target (FY 2012)*
5.1 Increased public awareness of the need for aquatic resource conservation (FWS Cooperative Agreement outcome).	Effect of effort as reported by RBFF to FWS.	No ability to assess.	No ability to assess.	Work with FWS to determine reporting requirements for this requirement.
	Anglers and non-anglers purchase fishing license (as act of conservation).	NA	2006: NA 2009: 223,956	500,000
5.2 RBFF creating better understanding of relationship of boating/fishing to stewardship.	TMF.org is source of “best of” information for responsible use of the aquatic environment.	New Measure in 2009.	Establish a conservation roundtable to advise RBFF on best web content and ensure its accuracy.	Conservation message is infused as an integral part of TMF.org with active participation of stakeholders.
	Research and messaging directed at responsible boating & fishing.	NA	NA	Develop measure(s) for effect of effort.

\* Targets are presented here for illustrative purposes. Actual targets should be set appropriately by the RBFF Board of Directors for those performance measures they elect to report against. NA = “Not available”

The importance and challenge of RBFF assessing the impact of its programs and activities on “aquatic resource stewardship” was recognized in the 2002 SFBPC report:

*“A difficult to track but important indicator of success for this program is determining if the outreach efforts have fostered enhanced aquatic resource stewardship among anglers and boaters targeted by the program. It is extremely important that this aspect of the program’s impact be monitored and ultimately evaluated. Increased demand on aquatic resources without an associated increase in stewardship of these resources is not sustainable.”<sup>32</sup>*

The 2003 summary of RBFF stakeholder recommendations found that stewardship efforts were mission-critical and an essential component of the enabling legislation. Stakeholders recommended RBFF continue efforts to identify and strengthen linkages between stewardship and boating and fishing and initiate efforts to infuse stewardship into all aspects of RBFF’s programs. That stated, the 2006 SFBPC Assessment found: “at this writing, more than three years later, stewardship indicators have not been developed and stewardship is largely a tag-along concept attached to other RBFF programs, suggesting a new approach is needed.” The 2006 Assessment Team recommended that RBFF integrate conservation and responsible use into all aspects of its programs. The Team recommended that RBFF concentrate on working with state natural resource agencies to assist them in their conservation and aquatic education programs. Linking the purchase of a fishing license to an act of conservation and promoting safe and ethical boating and fishing on a continuing basis are two actions that move RBFF toward fulfilling this mandate.

In response to the SFBPC recommendation, RBFF defined its role as “promoting conservation through participation,” and specifically undertook to: 1) incorporate “conservation” and “responsible use” messages into TakeMeFishing.org and RBFF.org; 2) incorporate the Sport Fish Restoration logo into all of RBFF’s consumer and stakeholder communications, including marketing materials and websites; 3) insure that “conservation” and “responsible use” are represented in all of RBFF’s programs; and 4) reach FY 2008 target of 50,000 fishing license sales, thereby generating an estimated \$750,000 for conservation.

### **Presentation of Activities**

To ascertain RBFF’s impact in this topic, the Assessment Team specifically examined: 1) conservation messaging and TakeMeFishing.org, 2) raising the profile of the Sport Fish Restoration program, 3) state fishing license referrals, and 4) linking angling and boating to aquatic resource stewardship.

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<sup>32</sup> SFBPC. 2002. Implementation of the Strategic Plan for the National Outreach and Communications Program. A Progress Report to the Secretary of the Interior, March 2002, pp. 16-17.

### Conservation Messaging and TakeMeFishing.org

RBFF reports distributing upwards of 70 press releases in FY 2009 that generated an estimated 135 million impressions. According to RBFF, each of these press releases included one or more conservation messages in the CEO's quotes, press release boiler plate, or other manner.<sup>33</sup> Press releases and communications for the State Lapsed Angler

Direct Mail Marketing programs also included messaging about the connection between fishing license sales and conservation efforts. RBFF also produced a Public Relations Toolkit for the states that includes stories about specific Sport Fish Restoration projects, along with conservation-related stories they can use to publicize their direct mail efforts and show how fishing license purchases contribute to critical fish and wildlife projects.

Since 2005, RBFF has undertaken a number of efforts to incorporate conservation and responsible use messages into its various websites. In its reporting to FWS and SFBPC, RBFF asserts that TakeMeFishing.org includes "responsible use"

messages throughout the site — including the placement of banners on the site — and RBFF plans to make "responsible use" messaging and information one of the main navigation choices.

At the present time a specific link to "Conservation" is not found on the prime real estate of the TakeMeFishing.org home page, where the viewer can select among fishing, boating, state information or community. Rather, "conservation" is relegated to the bottom of the page alongside the privacy statement, disclaimer, credits and terms of use. Once found, selecting "Conservation" takes the visitor to a page entitled "Water, Our Most Important Resource" that talks about importance of conserving water. Additional tabs lead the viewer to sections on How Much Water is There, Water Pollution, Sport Fish Restoration Program, National Fish Habitat Action Plan, Aquatic Nuisance Species, and Volunteer. The two strongest pages are the National Fish Habitat Action Plan and Aquatic Nuisance Species, which link to information provided by partners. Under Fishopedia, there is a Fishing and Conservation section which includes statements on Responsible Angling, Managing Fish Populations, Hatcheries and Fish Stocking, Managing Habitat, and Other Issues. Also under the Boating Pages, there is a Protect Our Waters section which provides information on how to "boat environmentally." The framework to address conservation topics of interest to boaters and anglers is present, but has not been fully fleshed out.



NEWLY HATCHED SALMON ALEVINS (PHOTO: USFWS)

<sup>33</sup> Boiler plate description of RBFF states "RBFF is a nonprofit organization whose mission is to increase participation in recreational angling and boating, thereby protecting and restoring the nation's aquatic natural resources."

## Sport Fish Restoration

As stated on page 17, recreational boating and fishing contribute to aquatic resource conservation through excise taxes on fishing equipment and motor boat fuel that fund the Sport Fish Restoration (SFR) program.



Beginning in 2007, RBFF began posting the SFR logo in communication materials along with the statement, “Through the Sport Fish Restoration Program, tax dollars from the purchase of rods, reels, lures, flies and motorboat accessories go toward research, reintroducing sport fish species, restoring habitats, aquatic education and constructing boat ramps and fishing piers. By posting the Sport Fish Restoration logo—a shared symbol of cooperative conservation—in communications materials, RBFF partners and stakeholders can help educate the public about how boaters and anglers contribute to funding conservation in this country.”

The logo appears on RBFF annual reports, websites and other communications. For example, an education feature about the Sport Fish Restoration logo was included in a newsletter to 5,000 stakeholders and a number of stakeholder press releases have focused on conservation and responsible use.

## State Fishing License Referrals

As stated above, the 2006 SFBPC Assessment recommended RBFF work to link the purchase of a fishing license to an act of conservation. Increasing fishing license sales is the primary objective of RBFF’s lapsed angler direct mail programs with 32 states (page 12).

On TakeMeFishing.org, RBFF has worked to make online license sales readily available to the user and they have added the following statement that links the purchase of a fishing license to conservation:

*“When you purchase a fishing license, you’re helping to protect, preserve and enhance the sport of fishing for today and for generations to come. License fees help pay for fishery and hatchery management, habitat development and protection, endangered species programs, fishing and conservation education, lake maps and other publications, and many other valuable programs.”*

RBFF supported the sale of 10,673 licenses in FY 2008. In FY 2009, these referrals increased to 223,956 (Table 12, page 28).<sup>34</sup>

<sup>34</sup> Estimate based on average of assumption of \$15.14/license developed by Southwick Associates.

### Linking Angling and Boating with Stewardship

For many years, the conservation community has assumed that boaters and anglers value the aquatic environment most because they use it; that increased boating and angler participation results in increased public awareness and appreciation of the need to conserve aquatic resources; and lastly, that boaters and anglers “pay their way” and contribute to aquatic conservation through fishing license sales, boat registrations and excise taxes.

In 2005, the Virginia Tech Conservation Management Institute completed “The Making of a Resource Steward” report. RBFF funded the work to better define the relationship between aquatic recreation and aquatic stewardship. Among the report’s findings:

1. When compared to other outdoor participants like hikers and birdwatchers, boaters and anglers were *less* likely to volunteer time or money, recycle, etc. Active boaters and anglers were slightly more likely than non-participants to engage in these behaviors, but participation alone did not “seem to translate into a broader ethic of environmental stewardship.”
2. Boaters and anglers tended to underrate the potential harm activities such as releasing non-native bait fish and failure to wash boats may cause in helping spread nuisance species. However, when they perceived these actions as having a more serious impact on the environment, they behaved more pro-environmentally while recreating.
3. Individuals who participated in classes or workshops on fishing/boating skills or safety scored significantly higher on this perceived seriousness scale.

RBFF conducted a workshop in May 2006 to review and discuss the report’s key findings and to identify a series of next steps.<sup>35</sup> RBFF published a four-page highlight report on the study, which summarized the research findings and outlined a number of recommendations for educators to maximize their efforts to promote good stewardship: 1) when talking about good stewardship, emphasize ethical and responsible use perceptions; 2) design education programs and messages to focus on the strongest predictors of stewardship behavior such as teaching stewardship skills; 3) don’t stop education at recruitment, but continue to involve participants, and 4) link local actions and impacts (fuel spills, littering, etc.) with larger-scale issues such as transfer of zebra mussels from one water body to another.<sup>36</sup>

<sup>35</sup> A Report of the Aquatic Stewardship Workshop, May 24-25, 2006, Crux Research.

<sup>36</sup> *Report Highlights: The Making of a Resource Steward*, June 2006. Available at RBFF.org (Research/RBFF Research).

## Findings and Observations

More than 75 percent of stakeholders surveyed in 2008 indicated that RBFF is balanced between fishing, boating and conservation. To that positive result, however, must be added the 12 percent (38 of 349) who wanted more focus on conservation, and the finding that less than 20 percent believed RBFF had been effective in increasing public awareness and appreciation for conservation.

The Assessment Team's navigation of the TakeMeFishing.org site found that there is great opportunity to improve both the content and the impact of its conservation message. Two examples are illustrative of the current site's conservation message:

- “Responsible Angling” section makes no mention of such concepts as catch and release or use of barbless or circle hooks, nor is there any mention of ethical angling. Many of RBFF stakeholders have compelling information on what it means to be a responsible angler that could be added to the site and/or appropriately linked.
- “Managing Habitat” page provides statements on plants that choke lakes and building artificial reefs, but makes no mention, nor provides any of the multitude of links to federal agencies that manage millions of acres of aquatic habitat—not to mention the states. A wealth of interesting information has been developed by RBFF stakeholders on habitat and how anglers and boaters can limit the impacts of invasive species.

With all the effort undertaken by RBFF to make the overall TakeMeFishing.org website more visually appealing, it appears that the conservation link and associated pages have not received similar attention. While attempting to address many important conservation topics and issues, the site overlooks many opportunities to link to already available conservation information, and relies too heavily on text developed in-house that only scratches the surface of important conservation issues. The result, while unintentional, appears to be a lack of dedication to the topic. Most importantly, it is very unlikely that the information that is provided will make the visiting angler, boater or novice more educated and aware about the aquatic environment and importance of conservation.

The Assessment Team believes that RBFF has continued to work at addressing the conservation aspect of its mission. With the development of an increasingly impactful TakeMeFishing.org website, RBFF has the opportunity to work with its federal and state natural resource agencies, non-governmental conservation organizations and other conservation stakeholders to identify “best of conservation” content that already exists, and present it in a readily available and interesting format on TakeMeFishing.org.

RBFF is also encouraged to utilize the expertise of groups such as the Aquatic Resources Education Association to regularly review RBFF's conservation messaging and content to ensure it is accurate and up-to-date. The formation of a stakeholder round table on conservation messaging would also benefit both RBFF and its stakeholders. The 2008 survey provided some examples of where a stronger link to stakeholders would benefit RBFF's conservation messaging:

- Develop more definitive analyses of the relationship between outdoor activities and conservation. Work with industry partners to implement conservation outreach programs that have the dual benefits of promoting specific product sales and enhancing conservation practices.
- Find a way to have a dialogue with license buyers about their self perception on whether the purchase of a license makes them a good steward and do they think about what their role as a boater or angler is regarding conservation.
- Strengthen the message that license dollars in fishing support conservation of natural resources.
- Provide more information targeted at saltwater anglers (e.g., promotion of circle hooks and release techniques and equipment).
- Partner with businesses and communities within certain owner educational programs with emphasis on environmentally safe boating practices.
- Encourage and demonstrate stronger connections between the enjoyment of nature via boating and angling and the need for participants to work to conserve that which they enjoy.

Survey responses also sum up the Assessment Team’s conclusion: RBFF is in a strong position to continue to work cooperatively with its stakeholders in its efforts to promote a strong conservation and responsible use message.

RBFF has actively worked to tie the Sport Fish Restoration message to ongoing RBFF communications. RBFF is encouraged to continually look for ways to assist angling and boating stakeholders in conveying its message to the general public. The SFR message on TakeMeFishing.org will become much more compelling with the provision of specific examples and images that convey to the viewer SFR’s vital contribution to boating, fishing and the aquatic environment. For example, TMF.org could highlight the projects recognized annually in the National Sport Fish Restoration Awards.

The Assessment Team’s polling of state natural resource agencies found strong agreement with the statement “Every license that RBFF helps our state agency sell equals dollars toward conservation” (Exhibit 7, Question 15). The Assessment Team believes RBFF’s efforts to link the purchase of state fishing licenses to “an act of personal conservation” is laudable, and encourages RBFF to continue to emphasize this effort. There is also the opportunity to expand messaging to boaters, non-anglers and others, encouraging them to purchase state fishing licenses, register boats and other conservation-related activities such as the purchase of federal duck stamps to support aquatic habitat conservation and management.<sup>37</sup>

The link between anglers and boaters and aquatic stewardship is an important relationship to understand. A search of TakeMeFishing.org found no reference to the “Making of a Resource Steward” study, and the findings of the VPI research appear to

<sup>37</sup> Revenues from the sale of the federal duck stamp go directly to the purchase of wetlands and aquatic habitats. The stamp’s purchase is required for individuals wishing to hunt migratory waterfowl, but many non-hunters purchase stamps on an annual basis to support habitat conservation.

have been largely ignored by the boating and fishing community. The implications of this research, however, are important and RBFF is encouraged to keep this topic on its research agenda, and to integrate the ethical boating and angling message into TakeMeFishing.org and all its outreach and communications efforts. As noted with RBFF's National Youth Fishing and Boating Grants and Best Practices (page 72–73), RBFF has the opportunity to lead on the basis of its own research. RBFF's summary report on "The Making of a Resource Steward" recommended: 1) when talking about good stewardship, emphasize ethical and responsible use perceptions, and 2) link local actions and impacts (fuel spills, littering, etc.) with larger-scale issues such as transfer of zebra mussels from one water body to another. These are two strong recommendations for future integration into TakeMeFishing.org and other RBFF messaging.

### **Recommendation to Increase Reach and Impact**

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.

## EXHIBITS

### Exhibit 1. Strategic Plan for the National Outreach and Communication Program Summary<sup>1</sup>

#### Guiding Principles

All outreach efforts in the following objectives, strategies and tactics must make appropriate efforts to:

1. Recognize, reinforce and commit to the importance of sustainable aquatic habitat and natural resource conservation.
2. Emphasize that boaters and anglers are conservationists by demonstrating their commitment and contribution to conservation efforts.
3. Focus efforts on urban boating and fishing needs and opportunities.
4. Champion the use of a single coordinated, encompassing effort to promote recreational boating and fishing involving all stakeholders.
5. Encourage the industry, and all stakeholders, to implement the Strategic Plan by supporting this unified, comprehensive marketing and outreach effort.

#### Objectives/Strategies

Overall objective of this strategic plan is to retain and recruit recreational boating and fishing participants. At the same time, efforts will encourage a conservation ethic and respect for the aquatic resource.

1. **Create a top-of-mind recreational boating and fishing campaign to develop awareness, trial and continued participation. (*Implementation criteria: campaign should be simple to communicate at local and regional levels, broad and inclusive, adaptable to various boating and fishing audiences*).**
  - a. Develop a national theme/icon promoting recreational boating and fishing.
  - b. Implement the theme/icon in advertising, communication and promotional materials, packaging, federal and state signage and properties.
  - c. Create a web site on “where to go” and “how to do.”
  - d. Develop advertising utilizing the theme/icon.

#### Measures:

1. Increase overall recreational boating and fishing participants by 1% per year through 2008 (10 years).
2. Increase annual boating and fishing frequency by two days by the year 2008 (10 years)
3. Participant dropout rates are reduced to between five and ten percent per year by the year 2008 (v. 10–15% now)
4. Five percent of lapsed participants are reactivated each year.

<sup>1</sup> Summary compiled from the Strategic Plan developed, as required by the Sportfishing and Boating Safety Act of 1998, by the Sport Fishing and Boating Partnership Council, September 18, 1998.

5. Increase public perception of the positive benefits of boating and fishing from 65% to 80% by 2005.
6. Set up web site visitation counting mechanism.
7. Test recall and persuasion of advertising copy.

**2. Educate people as to how and where to boat and fish. (Implementation criteria: targeted education equals higher awareness and satisfaction, effort should increase effectiveness of existing programs/events).**

- a. Deliver conservation-based education programs that seek to increase participation in recreational boating and fishing adaptable to local needs.
- b. Create industry-wide education standards that address customer satisfaction and interaction.
- c. Promote existing events and/or create new events to increase interest and participation.
- d. Simplify, facilitate and encourage license purchase.
- e. Make widely available to consumers “how to” and “where to” information to break down constraints to participation.

**Measures:**

1. Analyze participation levels (on standardized basis) in educational programs by schools, municipalities, and private organizations (e.g., Power Squadron, Boy/Girl Scouts).
2. Boating accident rates drop by 10% by 2003.
3. Track the number of new fishing licenses sold, new boat registrations and other indicators of boating and fishing participation.
4. Track sales of boats, fishing tackle and other related equipment.

**3. Target market segments and create messages that address each segment’s specific needs (Implementation criteria: research findings will maximize efficiency and effectiveness of creative and media expenditures).**

- a. Identify individual market segments by demographics and key motivators.
- b. Prioritize [market] segments with regard to size, potential and degree of difficulty in converting to boaters/anglers.
- c. Within the national theme, tailor messages to address specific market segment needs.

**Measures:**

1. Measure pre/post recognition of targeted programs by select audience.
  2. Perform comparative market research.
  3. Measure effectiveness of targeted messages(s) for targeted audience(s).
  4. Targeted groups' participation increases by 2% per year.
- 4. Educate stakeholders on marketing, outreach, and implementation of national strategies to targeted user groups (*Implementation criteria: improving consumer satisfaction is key to converting new boaters/anglers to active participants, training is required for uniform implementation of plan tactics at local level*).**
- a. Determine critical stakeholder training needs to increase participation and customer satisfaction. Develop curricula to address defined needs.
  - b. Build a network for exchanging best practices among stakeholders.
  - c. Facilitate the development and implementation of improved state license procedures.

**Measures:**

1. Measure the number of stakeholders who participate in training programs.
  2. Develop where necessary and implement methodologies for tracking and evaluating training efficacy (response-feedback loop).
- 5. Make availability of and access to boating and fishing locations easy and simple (*Implementation criteria: access guides will educate consumers as to easy accessibility of local venues, improvement of locations will help convert novices to active participants*).**
- a. Conduct an access needs assessment.
  - b. Determine constraints to use of existing locations.
  - c. Provide access guides on a national/state/local basis.
  - d. Improve signage on federal/state/local highways.
  - e. Increase awareness of and access to boating and fishing opportunities including urban areas.
  - f. Encourage the development of multi-use facilities.
  - g. Address user safety concerns.

**Measures:**

1. Determine improvement in access awareness and access via benchmark study and pre/post evaluation.

## Exhibit 2. Memorandum of Understanding between the U.S. Fish and Wildlife Service, Sport Fishing and Boating Partnership Council, Association of Fish and Wildlife Agencies, and the Recreational Boating and Fishing Foundation

MEMORANDUM OF UNDERSTANDING  
Between the  
United States Fish and Wildlife Service  
the  
Sport Fishing and Boating Partnership Council  
the  
Association of Fish and Wildlife Agencies  
and the  
Recreational Boating and Fishing Foundation

This Memorandum of Understanding (Agreement) is entered by the United States Fish and Wildlife Service (Service), the Sport Fishing and Boating Partnership Council (SFBPC), the Association of Fish and Wildlife Agencies (AFWA), and the Recreational Boating and Fishing Foundation (RBFF).

### I. Authorities

The Sportfishing and Boating Safety Act of 1998 (the Act), Fish and Wildlife Coordination Act, 16 U.S.C. 4601, and the Federal Advisory Committee Act (FACA), 5 U.S.C. App. 1

### II. Purpose

The purpose of this Agreement is to establish a framework for a 5-year collaborative effort to implement the National Outreach and Communications Program (Program), pursuant to the Act and Presidential Executive Order 12962, with the goal of increasing public participation in recreational fishing and boating activities and increasing public awareness of the need for aquatic resource conservation. Under the Act, the Secretary of the Interior is charged with developing and implementing in cooperation and consultation with the SFBPC a national plan for outreach and communications. RBFF was established in October 1998 to implement the Program and a Strategic Plan was developed and approved by the Secretary on February 23, 1999. The Program is designed to improve communications with anglers, boaters, and the general public regarding angling and boating opportunities, to reduce barriers to participation in these activities, to advance adoption of sound fishing and boating practices, to promote conservation and the responsible use of the Nation's aquatic resources, and to further safety in fishing and boating.

### III. Statement of Principles

The Service and its aforementioned partners mutually benefit from a strong constituency of recreational anglers and boaters.

Citizens who participate in recreational fishing and boating activities tend to place a higher value on aquatic resources. They are also more likely to develop a personal

conservation ethic and to support fish and wildlife conservation efforts, including those of state and Federal resource agencies. Because of this increased awareness of the need for conserving aquatic resources, the Service and State resource agencies are better able to accomplish their missions for conserving, protecting, and enhancing fish and wildlife and their habitats for the continuing benefit of the American people.

Recreational anglers and boaters help fund state and Federal conservation efforts benefiting aquatic resources through excise taxes on angling equipment and motorboat fuels. These funds are collected and then apportioned to the states and territories under the Sport Fish Restoration Program. A strong and active partnership of boaters, anglers, industry, and conservation groups supports the Sport Fish Restoration Program and the state-managed aquatic resource conservation program it funds.

After years of steady growth, since 1990 recreational boating and fishing participation did not maintain parity with the Nation's population growth, with some states experiencing actual declines in boat sales and fishing license sales. Declines are occurring in some states despite their extensive education and outreach efforts. State and Federal resource agencies, the recreational fishing and boating industries, rural economies, and aquatic resources could all suffer detrimental impacts if, in future years, fewer fishers and boaters participate in their respective activities resulting in reduced investment in restoration work due to subsequent decrease in contributions to the Sport Fish Restoration and Boating Trust Fund.

Outreach and communication are tools for maintaining an active constituency investing in these natural resource conservation efforts. The Program is designed to complement ongoing outreach, communication and conservation work by the signatories.

#### IV. Undertakings of the Agreement Participants

The Service, under the authority of the Act, provides management connectivity between signatories, the various Federal agency programs, and the grant recipient (grantee) selected that are necessary to implement the Program. The Service established a liaison position under the Chief, Division of Program and Partnership Support, to manage and coordinate Service administration of the discretionary grant, to select processes necessary to determine the grantee, and to liaison with the grantee who implements the Program. In addition, the liaison provides a detailed accounting of the program and its activities to the Secretary for annual publication in the Federal Register; manages and coordinates communication with signatories, partners, and stakeholders; and continuously seeks opportunities to expand awareness and communications of this program to the American public. The position title is the Project Officer/Liaison and is the Service's primary point of contact for the Program. The Project Officer / Liaison position reports all matters pertaining specifically to this program and the grantee to the Deputy Director.

The Program is funded by a discretionary grant awarded through a competitive grant process and in 2007, RBFF was awarded a three-year grant to implement the Program.

RBFF contributes professional expertise and experience necessary to implement the Program. The staff is responsible for daily operations of the Program; financial management/accounting; sub-grant and contract administration; annual work plan development; and annual budgeting. Per the RBFF Board Chairman, the President/CEO of RBFF is the primary point of contact for the Program.

The SFBPC will monitor the progress of the Program, will evaluate effectiveness of the program by communicating regularly with its stakeholders and will regularly report findings to the Secretary and the signatories of this agreement. The Program plan shall be reviewed periodically by the SFBPC but not less frequently than once every three years. In accordance with the FACA, the Service provides staff assistance to the SFBPC, a federally chartered advisory committee. The Service established a liaison function under the Chief, Division of Program and Partnership Support, known as the SFBPC Coordinator. The SFBPC Coordinator coordinates all interactions necessary to fulfill the advisory responsibilities of the SFBPC under the Act. SFBPC, under the authority of the Act and the Federal Advisory Committee Act, provides advice to, consults and collaborates with the Secretary of the Interior, through the Director of the Service. Consultation, collaboration, and advice will be provided to the Secretary in order to oversee implementation of the Program in a manner to satisfy the needs of the Secretary's recreational fishing and boating constituency. The SFBPC will facilitate the exchange of information and ideas between the Secretary and the SFBPC's mutual constituents. The SFBPC Chairman is the primary point of contact for the Program.

AFWA will serve as liaison with the States and the signatories of this agreement. AFWA will assist in the facilitation and coordination of State Outreach Plans with the Program required under the Act. AFWA's Executive Director is the primary point of contact for this program.

#### V. Conflict of Interest Provisions for Service Participation

To avoid the possibility of an actual or apparent violation of ethics laws and rules, when official time is used for service as a member of the Board of Directors for the RBFF, the following will apply;

- a. Federal employees may not represent anyone other than the United States before an agency or court in connection with a particular matter in which the United States is a party or has a direct and substantial interest (18 U.S.C. § 205).
- b. Unless waived under applicable procedures, Federal employees are required to refrain from working on particular matters as a Government employee when the employee is serving as an officer in a private organization and the organization in which he is serving has a financial interest in those Government matters (18 U.S.C. § 208).
- c. If a Federal employee's participation in a project undertaken in conjunction with a private organization was done as a part of his official duties, the employee is

prohibited from sharing in any compensation by the dual compensation provisions of law (18 U.S.C. § 209).

- d. Federal employees are prohibited from using official time and Government equipment to lobby on any issue pending before the Congress (18 U.S.C. § 1913; see also the Omnibus Consolidated Appropriates Act for Fiscal Year 1999, Public Law 105-277, Division A, Title III, Section 303).
- e. Federal employees are prohibited from controlling or assuming any measure of practical responsibility for the fund raising activities of private individuals or organizations (E.O. 12731); see also 5 C.F.R. § 2635.808.

Federal employees must consult their agency ethics officials and the Solicitor's Office if they have any questions about the scope of these restrictions.

#### VI. Period and Terms of Agreement

This Agreement will be in effect for five years from the date of execution. Authorized officials of the Service, SFBPC, or AFWA may terminate this Agreement, or any renewals, within 60-days written notification to the other parties.

Transfers of funds, contracts, or other assistance will be executed in separate written instruments in accordance with all applicable laws and regulations.

The parties may revise this Agreement as necessary through the issuance of a written amendment signed and dated by authorized officials.

The parties shall comply with all federal laws relating to discrimination. These laws include but are not limited to: title VI of Civil rights Act of 1964 (42 U.S.C. 20000d-1), Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794); the Age Discrimination Act of 1975, as amended (42 U.S.C. 6101 *et seq.* ); and applicable regulatory requirements to the end that no person in the United States will, on the grounds of race, color, national origin, disability or age, will be excluded from participation in, denied the benefits of, or be otherwise subjected to discrimination under any program or activity conducted within the scope of this agreement.

The relationship between the Service and the other participants under this agreement is intended to enhance service to the American public through more efficient application of Service programs. All actions will be directed toward attainment of that mutually beneficial goal.

Nothing in this agreement may be construed to obligate the Service, Department of Interior, or the United States to any current or future expenditure of resources in advance of the availability of appropriations from Congress.

VII. Principal Contacts

The following individuals will be the principle contacts for their respective organization; however, either Party may substitute other individuals upon written notice to the other parties.

Rowan Gould, Deputy Director  
U.S. Fish and Wildlife Service  
1849 C Street, NW, Room 3238  
Washington, D.C. 20240-0001

Ryck Lydecker, Chair  
Sport Fishing and Boating Partnership Council  
4401 N. Fairfax Drive, MS-3103-AEA  
Arlington, Virginia 22203-1610

Matt Hogan, Executive Director  
Association of Fish and  
Wildlife Agencies  
444 N. Capitol Street, NW, Suite 544  
Washington, D.C. 20001-1527

Ken Hammond, Chair,  
Recreational Boating and Fishing  
Foundation  
601 N. Fairfax Street, Suite 440  
Alexandria, Virginia 22314-2084

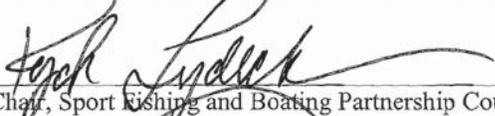
IN WITNESS WHEREOF, the Participants hereto have executed this Agreement as of the date first written above.

  
\_\_\_\_\_  
Deputy Director, U.S. Fish and Wildlife Service

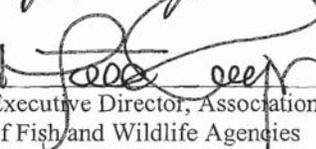
6/9/2009  
Date

  
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Deputy Ethics Counselor, U.S. Fish and Wildlife Service

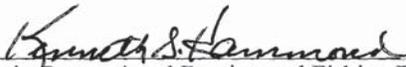
6-5-09  
Date

  
\_\_\_\_\_  
Chair, Sport Fishing and Boating Partnership Council

6-9-09  
Date

  
\_\_\_\_\_  
Executive Director, Association  
of Fish and Wildlife Agencies

6-9-09  
Date

  
\_\_\_\_\_  
Chair, Recreational Boating and Fishing Foundation

6/9/09  
Date

### Exhibit 3. SFBPC letter to RBFF Initiating Assessment Process, June 2009



Ken Hammond, Chairman  
Recreational Boating and Fishing Foundation  
The Hammond Group  
225 E. Hellen Road  
Palatine, IL 60067

JUN 05 2009

Dear Ken,

In 2006, the Sport Fishing and Boating Partnership Council completed the first full assessment of the activities of the Recreational Boating and Fishing Foundation in implementing the National Outreach and Communications Program (NOCP). As you are aware, the law authorizing the NOCP requires the Secretary of the Interior to conduct such a review at least every three years. The Council is delegated that authority on behalf of the Secretary through the Memorandum of Understanding (MOU) that the parties have signed. I am writing to inform you that the Council is in the initial phases of beginning the next assessment of NCOP implementation.

The 2006 report, which serves as the basis for the current assessment, lays out many measures that can be used to determine whether the Foundation is accomplishing the goals, missions and outcomes that it has established for itself, and the legislative intent of the Program. It also establishes baselines upon which progress is measured.

Based on the quarterly reports provided to the Council by the Foundation, it appears that many or all of the Council recommended measures have been rolled into the current operations of the Foundation. Thus, much of the initial work will involve requesting and analyzing data provided by Foundation staff. To aid in this first phase, it would be helpful if you identified a point of contact on the Foundation staff that can help fulfill data and document requests. A second phase of the assessment will determine "what the data say" in terms of the program activities and their relationship to accomplishing the Foundation's strategic goals. It is our hope that this information will inform the strategic planning effort that you and your Board colleagues will soon undertake.

With the assistance of Council Coordinator Doug Hobbs, I hope to begin the assessment by early July. Council Vice Chair Doug Boyd is leading this effort and he is now assembling a work group which will begin interaction with Foundation staff and appropriate Board committees soon. As indicated above, the Council expects to have some initial findings and recommendations in time for your fall Board meeting and a final report to the Secretary in early 2010.

The Council recognizes its role in continuing to aid in efforts to increase participation in boating and fishing, and informing the public about the need to conserve our Nation's

#### CHAIRMAN

**Ryck Lydecker**  
Assistant Vice President for  
Government Affairs  
Boat U.S.

#### VICE CHAIRMAN

**Douglas Boyd**  
Board Member  
Coastal Conservation  
Association

#### MEMBERS

**James Anderson**  
Executive Advisor  
Northwest Indian Fisheries  
Commission

**Terry Boyd**  
Past President  
States Organization for Boating  
Access

**Jeffrey Crane**  
President  
Congressional Sportsmen's  
Foundation

**Thomas J. Dammrich**  
President  
National Marine Manufactures  
Association

**Kenneth Haddad**  
Executive Director  
Florida Fish & Wildlife  
Conservation Commission

**Betty Huskins**  
Senior Vice President  
Advantage West Economic  
Development Group

**John L. Morris**  
Founder  
Bass Pro Shops

**Michael Nussman**  
President & CEO  
American Sportfishing  
Association

**Geoffrey Ralte**  
National Sales Manager  
Water Gremlin Company

**Tom Ricks**  
General Manager and Vice President  
BASSIESPN Outdoors

**John Sprague**  
Past President  
Marine Industries Association of  
Florida

**Curtis Taylor**  
Chief, Wildlife Resources Section  
West Virginia Division of Natural  
Resources

**William Taylor**  
Professor & Chair  
Department of Fisheries and Wildlife  
Michigan State University

**Rex Amack, ex officio**  
President  
Association of Fish & Wildlife  
Agencies

**Rowan Gould, ex officio**  
Acting 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 2336 F 703 358 2548

Should you care to further discuss this matter, please contact me or Council Coordinator Doug Hobbs (at 703-358-2336).

Sincerely,

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

Ryck Lydecker  
Chairman  
Sport Fishing and Boating Partnership Council

Cc: SFBPC members  
Frank Peterson  
Rowan Gould  
Elizabeth Stevens  
Hannibal Bolton  
Bruce Decker

## **Exhibit 4. RBFF 2009 Assessment. Inventory of Resources**

### **1. Assessment Process**

1-01. Programmatic Assessment of the Recreation Boating and Fishing Foundation, FY 2003–2006. Sport Fishing and Boating Partnership Council (SFBPC RBFF Assessment Report-FY 2003-2006.pdf). 94pp. ‡

1-02. Preliminary Call for Data to RBFF, July 14, 2009 (RBFF Assessment Initial Data Call 7-14-2009.pdf). 9pp. ‡

1-03. Assessment Framework for 2009 Assessment (RBFF Assessment Framework-Revised 8-13-2009.pdf). 5pp. ‡

### **2. Earned Media**

2-01. FY 2007 Media Coverage Report. Prepared by Barton Gilanelli & Associates for RBFF (RBFF Earned Media Report FY 2007.doc). 5pp. ‡

2-02. FY 2008 Media Coverage Report. First Half of FY 2008. Prepared by Barton Gilanelli & Associates for RBFF (RBFF Earned Media Report FY 2008 Q1 & Q2.doc). 3pp. ‡

2-03. Earned Media: FY 2008, Q3 & Q4. RBFF, May 8, 2008 (RBFF Earned Media Report FY 2008 Q3 & Q4.pdf). 23pp. ‡

2-04. Earned Media: FY 2009, April 1, 2008–March 31, 2009. RBFF, March 31, 2009 (RBFF Earned Media Report FY 2009.pdf). 86pp. ‡

2-05. Earned Media: FY 2010, Q1. RBFF, July 21, 2009 (RBFF Earned Media Report FY 2010 Q1.pdf). 35pp. ‡

2-06. Ad Equivalency Value, FY 2005–2009. Email Response from Stephanie Hussey to Whitney Tilt, October 15, 2009 (2-06 RBFF Responses to Media Query 10-15-09.pdf). 3pp. ‡

2-07. RBFF Earned Media Report, FY 2010, 2nd Quarter (RBFF Earned Media Report FY 2010 Q2.pdf). 69pp. ‡

### **3. TMF & RBFF Campaigns & Web Site**

3-01. RBFF Advertising Tracking Study, Final Report. Prepared for RBFF by Russell Research, September, 2006 (2006 TMF Advertising Campaign Evaluation Report.ppt). 211 slides ‡

3-02. RBFF Advertising Tracking Study, Final Report. Prepared for RBFF by Russell Research, July 2007 (2007 RBFF Advertising Tracking Study-July 2007.pdf). 206pp. ‡

‡ Archived on CD as Word (.doc), Adobe (.pdf), PowerPoint (.ppt) Excel (.xls) or other format.

- 3-03. RBFF Advertising Tracking Study, 2008 Report. Prepared for RBFF by Russell Research, October 2008 (2008 TMF Advertising Tracking Study-Exec Summary 10-2008.ppt). 13 slides ‡
- 3-04. RBFF Advertising Tracking Study, 2008 Report. Prepared for RBFF by Russell Research, October 2008 (2008 TMF Advertising Tracking Study-10-2008.pdf). 75pp. ‡
- 3-05. Take Me Fishing™-A Summary of Key Learnings from State Marketing Programs. (See 5.1).
- 3-06. Dashboard 4-1-09, report on tracked metrics (RBFF TMF Dashboard FY2009.pdf). 14pp. ‡
- 3-07. Web Stats for TakeMeFishing.org and AnglersLegacy.org, FY 2008 v. FY 2007. RBFF (Web Stats FY2008 v FY2007.xls). 2 worksheets. ‡
- 3-08. TakeMeFishing.org Metrics, FY 2009. RBFF monthly spreadsheets, April 2008-March 2009 (TMF-dashboard-FY2009.xls). 12 worksheets. ‡
- 3-09. TakeMeFishing.org Metrics, FY 2010. RBFF monthly spreadsheets, April 2009-July 2009 (3-9 TMF-dashboard-FY2010 (thru 7-09).xls). 4 worksheets. ‡
- 3-10. TakeMeFishing.org Content Drilldown, April 1, 2008 to March 31, 2009. Google Analytics (TMF-Content-Drilldown-FY09.pdf). 1pp. ‡
- 3-11. TakeMeFishing.org Content Drilldown, April 1, 2009 to July 31, 2009. Google Analytics (TMF-Content-Drilldown-FY2010 (thru 7-31-09).pdf). 1pp. ‡
- 3-12. TakeMeFishing.org Benchmarking Report FY 2009. Google Analytics (TMF-Benchmarking Report-FY2009.pdf). 1pp. ‡
- 3-13. TakeMeFishing.org Benchmarking Report FY 2010. Google Analytics, April 1, 2009-July 31, 2009 (TMF-Benchmarking Report-FY2010 (thru 7-09).pdf). 1pp. ‡
- 3-14. TakeMeFishing.org Visitor Satisfaction Survey Report. Market Strategies, August 15, 2007 (TMF-org Visitor Satisfaction Survey-Report-2007.pdf). 56pp. ‡
- 3-15. TakeMeFishing.org Visitor Satisfaction Survey Report. Market Strategies, November 21, 2008 (TMF-org Visitor Satisfaction Survey-Report-2008.pdf). 50pp. ‡
- 3-16. RBFF.org Dashboard Report FY 2008. Google Analytics, April 1, 2007-March 31, 2008 (RBFF.org-Stats-FY2008.pdf). 1pp. ‡
- 3-17. RBFF.org Dashboard Report FY 2009. Google Analytics, April 1, 2008-March 31, 2009 (RBFF.org-Stats-FY2009.pdf). 1pp. ‡

- 3-18. RBFF.org Dashboard Report FY 2010. Google Analytics, April 1, 2009–July 31, 2009 (RBFF.org-Stats-FY2010 (as of 7-31-2009).pdf). 1pp. ‡
- 3-19. Web Statistics Analysis for TakeMeFishing.org, Chas Hartman, DJ Case & Associates, October 20, 2009 (TMF Web Statistics Analysis 10-20-2009.doc). 8pp. ‡
- 3-20. Discover Boating Referrals, TakeMeFishing.org, June 4–Jul 24, 2009, Google Analytics (TMF.org Discover Boating Referrals 6-8-09 to 7-20-09.pdf). 1pp. ‡
- 3-21. TakeMeFishing 2009 Research Initiative, Website Satisfaction & Effectiveness. Brunner, September 2009 (TMF Visitor Survey-Final Report 10-6-2009.pdf). 66pp. ‡
- 3-22. Take Me Fishing™ Web Site Visitors Rate Overall Experience & Satisfaction at All-Time High, RBFF Press Release October 15, 2009 (TMF Web Satisfaction Press Release 10-15-09.doc). 2pp. ‡
- 3-23. “Discover Boating Top Content Report, TakeMeFishing.org, FY 2009, Content Drilldown Report (Discover Boating Referrals-FY2009.pdf). 13pp. ‡
- 3-24. “Discover Boating Top Content Report, TakeMeFishing.org, FY 2010 (as of 9/30/09), Content Drilldown Report (Discover Boating Referrals-FY2010-as of 9-30-09.pdf). 7pp. ‡
- 3-25. Fishing Licenses and Boat Registration Pages-TMF-org FY2009, Content Drilldown Report (Licenses and Boat Registration Pages-TMF-org FY2009.pdf). 13pp. ‡
- 3-26. Fishing Licenses and Boat Registration Pages-TMF-org FY2010 (as of 9-30-09), Content Drilldown Report (3-26 Licenses and Boat Registration Pages-TMF-org FY2010-as of 9-30-09.pdf). 7pp. ‡
- 3-27. Take Me Fishing Web Statistics, FY 2007-2010, compiled by Whitney Tilt, 10-25-2009 (TMF-org Web Stats FY 2007-2010.xls). 23pp. ‡
- 3-28. Web Statistics Analysis for TakeMeFishing.org. Report prepared for Assessment Team by Chas Hartman, DJ Case & Associates, October 20, 2009 (Web Statistics Analysis TMF Site-Hartman 10-2009.doc). 8 pp ‡
- 4. Anglers Legacy**
- 4-01. Web Stats for TakeMeFishing.org and AnglersLegacy.org, FY 2008 v. FY 2007. RBFF (Web Stats FY2008 v FY2007.xls). 2 worksheets. ‡
- 4-02. AnglersLegacy.org Dashboard Report FY 2007. Google Analytics, April 1, 2006–March 31, 2007 (AL.org-Stats-FY2007.pdf). 1pp. ‡

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17-01. Sport Fish Restoration Program, Summary of Funding Allocations. Programmatic Assessment of the Recreation Boating and Fishing Foundation, FY 2003-2006, Exhibit 8. Sport Fishing and Boating Partnership Council (SFR Apportionments FY 2005 Summary.doc). 2pp. ‡

17-02. Sport Fish Restoration and Boating Safety Trust Fund, FY 2005. Whitney Tilt for Programmatic Assessment of the Recreation Boating and Fishing Foundation, FY 2003-2006 (Sportfish 2007 PB estimates 01.03.06.xls). 1pp. ‡

17-03. State Fishing License, Sport Fish Restoration, Boating Participation and Sales, Boat Registrations, 1985-2005. Programmatic Assessment of the Recreation Boating and Fishing Foundation, FY 2003-2006, Exhibit 7. Sport Fishing and Boating Partnership Council (License-SFR-Boating & Sales Trends 1985-2005.xls). 1pp. ‡

17-04. Sport Fish Restoration and Boating Apportionment History, FY 1952-2009. U.S. Fish and Wildlife Service (Sport Fish Restoration Program Apportionments, 1952-2009.pdf). 11pp. ‡

17-05. Historical Fishing License Data, 1958-2003. U.S. Fish and Wildlife Service, National License Certification Report. (National Fishing License Report 1958-2003.pdf). 136pp. ‡

17-06. Historical Fishing License Data, 2004-2009. U.S. Fish and Wildlife Service, National License Certification Reports. (National Fishing License Report 2004-09.pdf). 6pp. ‡

17-07. Lifestyles and License Buying Habits of America's Anglers. A Five-Year Examination of U.S. License Buyers. Prepared by Southwick Associates for American Sportfishing Association and Association of Fish and Wildlife Agencies, March 2007 (Lifestyles & License Buying Habits-ASA-AFWA 2007.pdf). 8pp. ‡

17-08. Angler Trends: Finding New and Lapsed Anglers, Plus License Renewal Rates. National Technical Report from the AFWA-ASA Fishing License Data Analysis Project. Prepared by Southwick Associates for American Sportfishing Association & Association of Fish and Wildlife Agencies (Anglers Trends-ASA-AFWA 2007.pdf). 116pp. ‡

17-09. Sportfishing in America. An Economic Engine and Conservation Powerhouse. American Sportfishing Association, revised January 2008 (Sportfishing in America-ASA-2008.pdf). 12pp. ‡

17-10. 2006 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation. U.S. Fish and Wildlife Service (National Survey of Fishing Hunting and Wildlife-Associated Recreation-2006.pdf). 168pp. ‡

17-11. 2006 State Fishing Licenses: Pricing and Maximizing Revenue. American Sportfishing Assoc. (ASA-IAFWA Fishing License Price Analysis-2005.pdf). 28pp. ‡

17-12. 2008 Recreational Boating Statistical Abstract. National Marine Manufacturers Association (NMMA 2008 Recreational Boating Statistical Abstract-ExSum.pdf). 24pp. ‡

17-13. 1999 U.S. Recreational Boat Registration Statistics. National Marine Manufacturers Association (1999 Recreational Boat Registrations-NMMA.pdf). 14pp. ‡

17-14. 2005 Recreational Boat Registration Statistics. National Marine Manufacturers Association (2005 Recreational Boat Registrations-NMMA.pdf). 9pp. ‡

17-15. 2005 Recreational Boating Statistics 2008. U.S. Coast Guard (Boating Statistics 2008-USCG.pdf). 73pp. ‡

17-16. Despite Economy Fishing License Sales Up, RBFF Press Release 10-20-2009 (Despite Economy Fishing License Sales Up-RBFF Press Release 10-20-09.doc). 3pp. ‡

17-17. Sport Fish Restoration Distribution of Excise Taxes Presentation (Sport Fish Restoration Excise Taxes.ppt). 2 slides. ‡

17-18. Selected State Fishing License, Sport Fish Restoration, Boating Participation and Registration Trends 1985–2009, compiled by Whitney Tilt (License-SFR-Boating Trends, 1985-2009.xls). 2 spreadsheets. ‡

17-19. Boat Registrations and Boating Accident Summary, 1980–2008, U.S. Coast Guard (USCG Boat Registrations & Accidents 1980-2008.xls). 2 spreadsheets. ‡

‡ Archived on CD as Word (.doc), Adobe (.pdf), PowerPoint (.ppt) Excel (.xls) or other format.

**18. Correspondence with RBFF**

Emails and other correspondence concerning information requested by the 2009 Programmatic Assessment Team, July 2009–June 2010

**19. 2005 Programmatic Assessment Report**

Programmatic Assessment of the Recreational Boating & Fishing Foundation, FY 2003–2006, Sport Fishing and Boating Partnership Council, Report and Exhibits.

## Exhibit 5. FY 2010 Lapsed Angler Direct Mail Marketing Program State Results Summary

Reconciled Treatment Group*	Alabama	Alaska	Arkansas	Colorado	Florida	Idaho	Illinois	Indiana	Iowa	Kansas (lapsed anglers only)	Kentucky	Louisiana
66,484	44,248	73,072	59,915	70,472	47,832	71,643	94,726	68,199	43,945	104,789	63,270	
5,032	5,172	6,174	8,905	2,530	4,835	4,944	7,143	9,996	3,966	8,389	9,700	
2,888	3,129	4,258	3,869	6,089	2,642	2,754	5,694	5,169	2,251	6,983	5,313	
7,920	8,301	10,432	12,774	8,619	7,477	7,698	12,837	15,165	6,217	15,372	15,013	
8,241	8,323	10,638	17,370	10,947	7,477	8,041	13,216	15,946	6,689	15,822	15,200	
7.57%	11.69%	8.45%	14.86%	3.59%	10.11%	6.90%	7.54%	14.66%	9.02%	8.01%	15.33%	
4.34%	7.07%	5.83%	6.46%	8.64%	5.52%	3.84%	6.01%	7.58%	5.12%	6.66%	8.40%	
11.91%	18.76%	14.28%	21.32%	12.23%	15.63%	10.74%	13.55%	22.24%	14.15%	14.67%	23.73%	
0.28	(0.63)	0.49	0.22	0.30	0.26	0.36	0.02	1.20	0.84	0.54	0.82	
(0.23)	0.02	0.03	0.33	0.27	0.56	0.15	0.05	0.66	0.66	0.66	(0.06)	
0.04	(0.61)	0.52	0.55	0.58	0.82	0.51	0.08	1.86	1.50	0.70	0.77	
27	(271)	381	332	407	392	363	73	1,269	659	737	485	
29	(272)	389	452	516	392	379	75	1,335	709	758	491	
\$94,924.00	\$206,643.05	\$105,959.83	\$255,392.96	\$236,319.50	\$171,193.00	\$97,554.50	\$227,084.25	\$261,461.46	\$113,731.00	\$339,944.00	\$145,785.00	
\$85,531.16	\$59,229.32	\$72,922.98	\$84,857.42	\$63,152.41	\$47,342.61	\$88,297.95	\$96,403.34	\$75,472.50	\$54,030.79	\$114,022.00	\$88,811.69	
\$9,392.84	\$147,413.73	\$33,036.85	\$170,535.54	\$173,167.09	\$123,850.39	\$9,256.55	\$130,680.91	\$185,988.96	\$59,700.21	\$225,922.00	\$56,973.31	
\$60,429.60	\$0.00	\$79,596.16	\$97,465.62	\$65,762.97	\$57,049.51	\$58,735.74	\$97,946.31	\$115,708.95	\$47,435.71	\$117,288.36	\$114,549.19	
\$328.34	(\$6,746.72)	\$3,873.99	\$6,641.53	\$11,147.04	\$8,985.69	\$4,601.07	\$1,286.40	\$21,882.56	\$12,061.97	\$16,290.64	\$4,713.22	
\$46,379.86	\$35,596.66	\$45,362.58	\$47,614.99	\$27,572.41	\$30,338.91	\$47,497.95	\$53,121.34	\$36,784.00	\$31,667.29	\$58,834.00	\$46,216.49	
(\$46,051.52)	(\$42,343.38)	(\$41,488.59)	(\$40,973.46)	(\$16,425.37)	(\$21,353.22)	(\$42,896.88)	(\$51,834.94)	(\$14,901.44)	(\$19,605.33)	(\$42,543.36)	(\$41,503.27)	
\$11.99	\$24.89	\$10.16	\$19.99	\$27.42	\$22.90	\$12.67	\$17.69	\$17.24	\$18.29	\$22.11	\$9.71	
\$0.70	\$0.80	\$0.62	\$0.79	\$0.39	\$0.63	\$0.66	\$0.56	\$0.54	\$0.72	\$0.56	\$0.73	
5.82	3.23	6.11	3.97	1.43	2.77	5.23	3.17	3.13	3.94	2.54	7.52	

\* Reconciled treatment group represents the first mailing list minus any seeds and those who purchased prior to the estimated direct mail arrival date  
 \*\* Respondents are the individuals who purchased a fishing license in response to the program  
 \*\*\* Privileges are the licenses and permits purchased in response to the program (i.e., freshwater, saltwater, trout stamp)  
 \*\*\*\* Based on estimate that states received \$7.63 per license holder in 2009, actual amount varies from year to year. NH and NJ received the lower threshold apportionment in 2008 due to their small geographic size and are not expected to receive additional funding as a result of the renewed lapsed anglers. AK and TX received the upper threshold apportionment in 2009 due to their large geographic size.

Reconciled Treatment Group*	Minnesota	Mississippi	Missouri	Nebraska	Nevada	New Jersey <i>(lapsed anglers only)</i>	New Hampshire <i>(lapsed anglers only)</i>	New York	North Carolina	Oklahoma	Oregon	Pennsylvania
69,194	48,405	53,032		64,388	49,591	22,836	79,049	41,078	47,416	55,686	58,732	
9,377	1,701	5,758		2,223	2,279	2,318	5,212	2,149	1,879	6,297	2,637	
6,613	1,439	6,294		1,643	2,067	1,334	3,327	1,763	1,413	3,256	932	
15,990	3,140	12,052		3,866	4,346	3,652	8,539	3,912	3,292	9,553	3,569	
16,002	3,174	12,724		4,063	5,982	3,692	8,655	4,255	3,311	9,604	4,719	
13.55%	3.51%	10.86%		3.45%	4.60%	10.15%	6.59%	5.23%	3.96%	11.31%	4.49%	
9.56%	2.97%	11.87%		2.55%	4.17%	5.84%	4.21%	4.29%	2.98%	5.85%	1.59%	
23.11%	6.49%	22.73%		6.00%	8.76%	15.99%	10.80%	9.52%	6.94%	17.16%	6.08%	
0.26	0.67	0.46		1.00	0.05	0.62	0.02	0.61	0.07	0.81	0.03	
0.24	(0.47)	0.14		0.76	0.48	(0.11)	0.48	(0.03)	0.26	0.26	(0.07)	
0.50	0.20	0.60		1.76	0.53	0.51	0.50	0.57	0.32	1.08	(0.04)	
343	96	319		1,135	262	117	392	236	154	599	(23)	
343	97	337		1,193	361	119	397	257	155	602	(30)	
\$328,894.00	\$28,419.40	\$155,191.05		\$90,307.00	\$107,823.30	\$127,700.32	\$166,312.57	\$67,003.70	\$97,149.00	\$251,022.15	\$85,693.00	
\$94,281.65	\$116,328.75	\$92,112.10		\$70,017.38	\$94,525.32	\$38,386.69	\$121,743.21	\$84,192.06	\$55,791.01	\$73,132.83	\$108,980.68	
\$234,612.35	(\$87,909.35)	\$63,078.95		\$20,289.62	\$13,297.98	\$89,313.63	\$44,569.36	(\$17,188.36)	\$41,357.99	\$177,889.32	(\$23,287.68)	
\$122,003.70	\$23,958.20	\$91,956.76		\$29,497.58	\$0.00	\$0.00	\$65,152.57	\$29,848.56	\$25,117.96	\$72,889.39	\$27,231.47	
\$7,045.95	\$871.94	\$4,112.33		\$26,515.92	\$6,500.06	\$4,104.00	\$7,636.19	\$4,044.69	\$4,544.57	\$15,731.41	(\$547.07)	
\$46,441.65	\$31,082.00	\$37,236.10		\$46,219.08	\$27,355.32	\$13,164.10	\$31,920.61	\$25,822.56	\$26,278.21	\$37,738.83	\$53,150.98	
(\$39,395.71)	(\$30,210.06)	(\$33,123.77)		(\$19,703.16)	(\$20,855.25)	(\$9,060.10)	(\$24,284.42)	(\$21,777.87)	(\$21,733.64)	(\$22,007.42)	(\$53,698.05)	
\$20.57	\$9.05	\$12.88		\$23.36	\$24.81	\$34.97	\$19.48	\$17.13	\$29.51	\$26.28	\$24.01	
\$0.67	\$0.64	\$0.70		\$0.72	\$0.55	\$0.58	\$0.40	\$0.63	\$0.55	\$0.68	\$0.90	
3.26	7.09	5.45		3.07	2.22	1.65	2.07	3.67	1.88	2.58	3.77	

\*\* Reconciled treatment group represents the first mailing list minus any seeds and those who purchased prior to the estimated direct mail arrival date  
 \*\*\* Respondents are the individuals who purchased a fishing license in response to the program  
 \*\*\*\* Privileges are the licenses and permits purchased in response to the program (i.e., freshwater, saltwater, trout stamp)  
 \*\*\*\*\* Based on estimate that states received \$7.63 per license holder in 2009, actual amount varies from year to year. NH and NJ received the lower threshold apportionment in 2008 due to their small geographic size and are not expected to receive additional funding as a result of the renewed lapsed anglers. AK and TX received the upper threshold apportionment in 2009 due to their large geographic size.

Reconciled Treatment Group*	South Carolina	Tennessee	Texas	Utah	Vermont	Virginia	Washington	Wisconsin	TOTAL	AVERAGE	Maximum	Minimum
First Mailing Respondents**	59,778	32,306	101,866	87,868	18,899	70,918	103,963	50,748	1,924,348	62,076	104,789	18,899
Second Mailing Respondents**	8,178	1,624	13,732	4,433	1,206	5,626	15,397	10,079	178,891	5,771	15,397	1,206
Cumulative Respondents**	3,678	1,225	6,126	6,098	693	5,040	8,744	4,172	116,896	3,771	8,744	693
Total Privileges*** Sold	11,856	2,849	19,858	10,531	1,899	10,666	24,141	14,251	295,787	9,542	24,141	1,899
First Mailing Response Rate	13.68%	5.03%	13.48%	5.05%	6.38%	7.93%	14.81%	19.86%	N/A	9.09%	19.86%	3.45%
Second Mailing Response Rate	6.15%	3.79%	6.01%	6.94%	3.67%	7.11%	8.41%	8.22%	N/A	5.86%	11.87%	1.59%
Cumulative Response Rate	19.83%	8.82%	19.49%	11.99%	10.05%	15.04%	23.22%	28.08%	N/A	14.95%	28.08%	6.00%
Lift: First Mailing (Percentage Points)	0.86	(0.14)	0.56	0.22	1.08	0.26	(1.13)	0.79	N/A	0.38	1.20	(1.13)
Lift: Second Mailing (Percentage Points)	0.22	0.07	(0.14)	(0.07)	0.60	0.11	0.52	0.07	N/A	0.19	0.76	(0.47)
Lift: Overall (Percentage Points)	1.09	(0.08)	0.41	0.15	1.68	0.37	(0.61)	0.86	N/A	0.57	1.86	(0.61)
Net Increase in Licensed Anglers	649	(24)	421	133	317	262	(637)	434	10,040	324	1,269	(637)
Estimated Lift in Privileges*** Sold	766	(27)	426	140	318	265	(659)	434	10,748	347	1,335	(659)
Gross Program Revenue	\$178,127.00	\$61,718.00	\$825,411.29	\$251,617.85	\$40,982.50	\$190,901.00	\$558,106.50	\$256,090.66	\$6,124,462.84	\$197,563.32	\$825,411.29	\$28,419.40
Total Program Costs	\$81,330.33	\$53,173.00	\$153,933.90	\$96,133.34	\$34,451.30	\$74,141.48	\$107,086.75	\$84,554.90	\$2,564,370.85	\$82,721.64	\$153,933.90	\$34,451.30
Net Program Revenue	\$96,796.67	\$8,545.00	\$671,477.39	\$155,484.51	\$6,531.20	\$116,759.52	\$451,019.75	\$171,535.76	\$3,560,091.99	\$114,841.68	\$671,477.39	(\$87,909.35)
Estimated Additional SFR Revenue****	\$90,461.28	\$21,737.87	\$0.00	\$80,351.53	\$0.00	\$81,381.58	\$184,195.83	\$108,735.13	\$2,256,854.81	\$63,435.08	\$184,195.83	\$0.00
Gross Program Revenue Based on Lift	\$9,752.99	(\$529.28)	\$17,505.94	\$3,173.10	\$6,845.99	\$4,681.92	(\$14,734.24)	\$7,801.13	\$200,123.27	\$6,455.59	\$26,515.92	(\$14,734.24)
Direct Mail Costs	\$34,368.33	\$25,633.00	\$54,849.40	\$58,113.34	\$11,429.80	\$45,592.48	\$52,975.75	\$29,806.42	\$1,196,164.44	\$38,585.95	\$58,834.00	\$11,429.80
Net Revenue Based on Lift	(\$24,615.34)	(\$26,162.28)	(\$37,343.46)	(\$54,940.24)	(\$4,583.80)	(\$40,910.56)	(\$67,709.99)	(\$22,005.29)	(\$996,041.17)	(\$32,130.36)	(\$4,583.80)	(\$67,709.99)
Revenue Per Respondent	\$15.02	\$21.66	\$41.57	\$23.89	\$21.58	\$17.90	\$23.12	\$17.97	N/A	\$20.64	\$41.57	\$9.05
Direct Mail Costs Per Recipient	\$0.57	\$0.79	\$0.54	\$0.66	\$0.60	\$0.64	\$0.51	\$0.59	N/A	\$0.63	\$0.90	\$0.39
Break Even Lift (Percentage Points)	3.83	3.66	1.30	2.77	2.80	3.59	2.20	3.27	N/A	3.52	7.52	1.30

\* Reconciled treatment group represents the first mailing list minus any seeds and those who purchased prior to the estimated direct mail arrival date  
\*\* Respondents are the individuals who purchased a fishing license in response to the program  
\*\*\* Privileges are the licenses and permits purchased in response to the program (i.e., freshwater, saltwater, trout stamp)  
\*\*\*\* Based on estimate that states received \$7.63 per license holder in 2009, actual amount varies from year to year. NH and NJ received the lower threshold apportionment in 2008 due to their small geographic size and are not expected to receive additional funding as a result of the renewed lapsed anglers. AK and TX received the upper threshold



## Exhibit 6. 2009 Survey of State Natural Resource Agency Websites

State	Website	How to Fish (09)	Where to Fish (09)	Aquatic Ed Resources (09)	Fishing Page (09)	Fishing Page (06)	Other Page (09)	Other Page (06)	Other:where (09)	Other:where (06)	Query* (09)	Query* (06)	Notes (09)	Notes (06)
Alabama Dept. of Conservation & Natural Resources	www.outdooralabama.com/	Yes	Yes	Yes	No	No	Yes	No	Freshwater Identification Games	Fish regulations	Yes	No	NFBW mentioned on Free Fishing Day page; Outdoor Adventures; Community Fishing Events (logo)	Featured NFBW, take a kid fishing license plates, angler survey
Alaska Dept. of Fish & Game	www.adfg.state.ak.us/	No	Yes	Yes	No	No	No	No		Fish regulations	No	No	Aquatic Ed Resources page has "Fish Resources" section includes links and info, for resources from several other agencies and oags.	"It takes a watershed to raise a fish"
Arizona Game and Fish Dept.	/www.gfstate.az.us/	Yes	Yes	Yes (Sportfishing Education Program)	No	No	Yes	Yes	TMF on I&E/ Sportfish Education page and Hunting and Fishing Resources Page TMF.org PR featured on Fishing News page in 08.	Fishing regulations (ad on p46, no mention as web link on p 42); Education; Public fishing program	Yes	Yes	Angler's Legacy banner is on Fishing homepage; TMF query resulted in several hits to specific pages.	Thank dad for all those great fishing trips, "Father of the Year"
Arkansas Game & Fish Commission	www.agfc.state.ar.us/	No	Yes	Yes (Mobile Aquarium Program, Fishing Derby Program, Classroom Aquarium program, Tackle Loaner Program and Fishing Seminar/ Clinic program)	No	No	No	No		Fishing guide	No	No	Angler's Legacy is on Special Programs page. Fishing Information Page has guidebooks, etc.	AGFC Family and Community Fishing Program; BOW; HORNED
California Dept. of Fish and Game	www.dfg.ca.gov/	No	Yes	Yes (Classroom Aquarium Education Project and Fishing in the City)	No	No	Yes	Yes	Passport page; Press Clips	Passport page; no Freshwater fishing guide or Ocean Fishing guide	Yes	Yes	Guides and fishing information Education and Outreach page with Youth in Outdoors page among others	Take the California Fishing Passport Challenge! TMF is partner; CA Fishing Outdoors program to be launched in 2007
Colorado Division of Wildlife	wildlife.state.co.us/	No	Yes	Yes (Angler Education fishing clinic, Fishing in Women Afted Program, online Fish Harvesters game, River Watch program)	No	No	No	No		Fishing regulations	No	No	Fishing guides and info. Get Outdoors info/ Education Page Has 101+ places to take a kid fishing Lots of fishing info. On site.	"Take a Family Fishing Program

State	Website	How to Fish (09)	Where to Fish (09)	Aquatic Ed Resources (09)	Fishing Page (09)	Fishing Page (06)	Other Page (09)	Other Page (06)	Other-where (09)	Other-where (06)	Query* (09)	Query* (06)	Notes (09)	Notes (06)
Connecticut DEP	dep.state.ct.us/	No	Yes	Yes (CT Aquatic Resources Education Program)	No	No	No	No		Marine Fish Regulations	No	No	"No child left inside" program. General Fishing Information	"No child left inside" program
Delaware Div. of Fish and Wildlife	www.fwc.delaware.gov/	No	Yes	Yes (but page not found)	No	No	No	No		Fishing guide	No	No	BOW (on hiatus until 12/09)	BOW
District of Columbia Fisheries & Wildlife	appdoh.dc.gov/services/administration_offices/environmental/services2/fisheries_wildlife/index.shtm	No	Yes	Yes	No	No	No	No		Fishing regulations	No	N/A	A few Aquatic Ed. Programs Season Fishing Forecast and Fishing Regulations	
Florida Fish & Wildlife Commission	myfwc.com/	Yes	Yes	Yes (Joe Budd Aquatic Education Center programs)	Yes	Yes	Yes	Yes	Fishing: Freshwater (logo/link), Fish ID: Freshwater (logo/link), FWCC News Archives	Take a Kid Fishing	Yes	Yes	Education links, "Take a Kid Fishing," "Ladies, Let's Go Fishing," "Get Outdoors Florida, Anglers' Legacy"	Take a Kid Fishing quick click on home page
Georgia DNR	georgiawildlife.dnr.state.ga.us/	No	Yes	Yes	No	No	Yes	Yes	Current Fishing Regulations-TMF Ad inside, TMF press releases, TMF images used on cover of previous fishing guide	Fishing regulations, TMF logo on cover	Yes	No	Anglers Resources, Project WILD	Take a Kid Fishing featured but no mention of TMF or RBFF
Hawaii Dept. of Land & Natural Resources	www.state.hi.us/dlnr	No	Yes	Yes	No	No	No	No			No	No		
Idaho Fish & Game	fishandgame.idaho.gov/	Yes	Yes	Yes (Trout in the Classroom)	Yes	No	Yes	Yes	Family Fishing Waters Regulations	Family Fishing Waters, no in-on-line fishing regulations	No	Yes	Did TMF (WWW) image used for "license sold here" button through various pgs including home and fisheries pgs. No other mention. Be Outside! Idaho Children in Nature, Trout in the Classroom, Wildlife Express, Project Wild Fishing info., guides, etc.	Idaho Family Fishing Waters
Illinois DNR	dnr.state.il.us/	Yes	Yes	Yes (Wild about Mussels! and Wild About Fishes! Aquatic Illinois trunk)	No	No	No	Yes		Fishing regulations, p.57 (WWW). No for Education; Public fishing program	N/A	No	Did TMF image for WWW ad in Fishing Digest	Rod and Reel Learner program
Indiana DNR	www.in.gov/dnr/fshwild/	No	Yes	Yes (Go Fish!N, Hoosier Riverwatch, Project Wet and NRCC programs)	Yes	No	Yes	No	Fishing Guides and Regulations (Angler's Legacy/ TMF ad)	Fishing guide, Free Fishing Weekend	No	N/A	TMF Banner on Fisheries page Go Fish!N, Project Learning Tree, Project WET, Project WILD	Hotlink to takenetfishing.org: "Make Fishing Elementary"

State	Website	How to Fish (09)	Where to Fish (09)	(Aquatic Ed Resources (09))	Fishing Page (09)	Fishing Page (06)	Other Page (09)	Other Page (06)	Other:where (09)	Other:where (06)	Query* (09)	Query* (06)	Notes (09)	Notes (06)
Iowa DNR	www.iowadnr.com/ www.kdwp.state.ks.us/	No	Yes	Yes	Yes	Yes	Yes	Yes	Fishing Regulations Fishing Links, How to Fish, Would you like to learn more about angling?	multiple How to Fish	Yes	Yes	Anglers' legacy graphic and link on fishing page	"Discover the joys of Fishing in Iowa" linked with TMF. TMF not a link on fishing page however
Kansas Dept of Wildlife & Parks	www.kdwp.state.ks.us/	Yes	Yes	Yes (link to Take Me Fishing and Fishing is Fun Online comic book)	No	No	Yes	Yes	Fishing Links, How to Fish, Would you like to learn more about angling?	How to Fish	Yes	Yes		
Kentucky Dept of Fish & Wildl. Res.	fw.ky.gov/	Yes	Yes	Yes (KY Aquatic Resource Education program)	No	Yes	Yes	Yes	Regulations Guide (TMF ad) How to Fish (Old TMF(WWW) Imagery)	How to Fish	No	No	Wide variety of outdoor education programs/sites/ link, does not include TMF site. Take a Kid Fishing radio spot	Take a Kid Fishing radio spot
Louisiana Dept. of Wildlife & Fisheries	www.wild.state.la.us/	No	Yes	Yes	No	No	Yes	No	Where to Fish/Boat Launches, News release, magazine article	Fishing regulations	Yes	No	Take Me Fishing Link is listed under "Public Boat Launch" Page.	BOW
Maine Inland Fisheries & Wildlife	www.maine.gov/fw/	No	Yes	Yes (Project Wild Aquatic and Hooked on Fishing)	No	No	No	No		Fishing opportunities	No	No	Hofliod	
Maryland DNR	www.dnr.state.md.us	No	Yes	Yes (Hooked on Fishing; Project Wet; Healthy Water, Healthy People; Storm Drain Stenciling; A&E Grants; Raising Horsehoe Crabbs the Classroom; Green Eggs & Sand; River of Words and Be Part of Something Big)	No	No	Yes	No	TMF Fishing Overview Reports (Archived), TMF listed as sponsor for Nat'l Hunting and Fishing Day	Recreational fishing	Yes	No		
Massachusetts Div. of Fisheries & Wildlife	www.mass.gov/dfw/eled/fw/wildlife				No	No	Yes	No	Archived newspage	Wildlife law digest	Yes	No		
Michigan DNR	www.michigan.gov/dnr/	Yes	No	Yes (Salmon in the Classroom)	No	No	Yes	Yes	Angler information, old TMF ad in 09 regs guide	Free Fishing Weekend	No	No	Other Cons. Ed programs (including kids programs) listed in E&O section	
Minnesota DNR	www.dnr.state.mn.us/index.html	Yes	Yes	Yes (Minnqua)	Yes	Yes	Yes	Yes	TMF page	Metro area shore fishing	Yes	Yes		TMF banner on fish pages take you <a href="http://takeurfishing.org">takeurfishing.org</a>
Mississippi Wildlife, Fisheries & Parks	www.mdwfp.com/	No	Yes	Yes (Fishing Rodeo Program)	No	No	No	No		Links	No	No		

State	Website	How to Fish (09)	Where to Fish (09)	Aquatic Ed Resources (09)	Fishing Page (09)	Fishing Page (06)	Other Page (09)	Other Page (06)	Other:where (09)	Other:where (06)	Query* (09)	Query* (06)	Notes (09)	Notes (06)
Missouri Dept. of Conservation	www.mrdc.mo.gov/	Yes	Yes	Yes (articles and external links)	No	Yes	Yes	Yes	TMF page (Anglers Legacy link and old? TMFad)	Free Fishing Days	Yes	Yes		
Montana Fish, Wildlife & Parks	fwp.mt.gov	No	Yes	No	No	No	No	No		Fishing guide	No	N/A		would not allow "take me fishing" query
Nebraska Game & Parks Commission	www.ngpc.state.ne.us/	No	Yes	Yes (AK-Sar-Ben Aquarium Outdoor Ed Center, Youth Fishing Program & Teaching Aids for Aquatic Ed in the classroom)	No	No	No	Yes		Fishing Guide ad, p34	No	No		PATh "Passing along the heritage", "Step Outside: 80W-1-80 Fishing guide: Angler recognition certificate
Nevada Division of Wildlife	ndow.org/	Yes	Yes	Yes (Trout in the Classroom)	Yes	No	Yes	Yes	Fishing Regulations, About NDOW - News	Fishing Regs, no for Where to fish with kids	Yes	No	Take Me Fishing link also listed as Important Link on fishing page	use photo for boating link; first-ever Free Fishing Day poster contest
New Hampshire Fish & Game Dept.	www.wildlife.state.nh.us/	Yes	Yes	Yes (Let's Go Fishing Program)	Yes	Yes	No	Yes		Shorebank fishing guide	No	No	TMF link on fishes page	Home page and fishing page use TMF banner to take viewer to online fishing license purchase
New Jersey Div. of Fish & Wildlife	www.state.nj.us/depl/gw/	Yes	Yes	Yes (Fishing Education page)	Yes	Yes?	No	Yes		Fishing Never Been Better	No	Yes	TMF logo at top of fishing page with link to TMF page. (also at bottom under NF&W link)	Step Outside on home page; take a kid fishing on Fishing page; click to go to "fishings never been better in NJ featuring TMF media and link to Water Works Wonders
New Mexico Game & Fish	www.wildlife.state.nm.us/	Yes	Yes	Yes (Angling Education and Watershed Watch)	No	No	No	No		Fishing regulations	No	N/A		
New York DEC	www.dec.state.ny.us	Yes	Yes	Yes (IFISH NY)	No	No	No	Yes		Fish regulations, p78. No mention in Free Fishing/links of Interest	No	No		
North Carolina Wildlife Resource Commission	www.ncwildlife.org/	Yes	Yes	Yes (CATCH)	No	No	No	No		Fish regulations, Fish for Fun, Community Fishing Program	No	No		Fish for Fun, Loaner program, Mobile Aquarium
North Dakota Game & Fish	gfnd.gov/	No	Yes	Yes (Hooked on Fishing)	No	No	No	No		Fishing regulations, Education/Outreach	No	No		BOW, Hooked on Fishing
Ohio DNR, Div. of Wildlife	www.ohiodnr.com/wildlife/	Yes	Yes	Yes (general aquatic resources request form)	No	No	No	No		Fishing regulations, Taking Kids Fishing	No	Yes		RBF listed as link; Take Me Boating pledge cards

State	Website	How to Fish (09)	Where to Fish (09)	(Aquatic Ed Resources (09))	Fishing Page (09)	Fishing Page (06)	Other Page (09)	Other Page (06)	Other-where (09)	Other-where (06)	Query* (09)	Query* (06)	Notes (09)	Notes (06)
Oklahoma Dept. of Wildlife Conservation	www.wildlife department.com/	Yes	Yes	Yes (Aquatic Resources Education Program)	No*	Yes	Yes	No	Links page: Take Me Fishing Oklahoma	Fishing regulations, Aquatic Resources Education Program	Yes	N/A	Has TMF logo on cover of electronic 2009 Fishing Guide * Looks like a crop of the old TMF ad on Fishing Page but nothing that says TMF	RBF listed as link
Oregon Div. of Fish & Wildlife	www.dfws.state.or.us/	Yes	Yes	Yes (Aquatic and Angling Education and Youth Angling Enhancement Program)	No	No	Yes	Yes	Fishing Resources for Anglers	Free Fishing Weekend	Yes	No		
Pennsylvania Fish & Boat Commission	sites.state.pa.us/PA_Exec/Fish_Boat/mpag1.htm	Yes	Yes	Yes	No	No	Yes	Yes	Partners Programs, News Release Archives	National Lake Me fishing Website listed on Free Fishing Days page	Yes	Yes		Start Smart=Safety first, manners are important, appreciate clean water, return your catch, teach others to be SMART anglers
Rhode Island DFW	www.dem.tl.gov/index.htm	No	Yes	Yes (A.R.E. program)	No	No	No	No		Fishing regulations, Aquatic Resource Education	No	No		Take a kid fishing
South Carolina DNR	www.dnrs.sc.gov/	Yes	Yes	Yes (SC Reel Kids, Reel Art, Fishing Rods, and Fishing Tackle Loaner programs)	Yes		Yes	Yes	Aquatic Education page has text link "Take Me Fishing Fun" that links to TMF web page.	SCReelKids.com	Yes	Yes		Passport program/ WWW/PSAs
South Dakota Game, Fish & Parks	www.sdqfp.info/	No	Yes	Yes (Passport to Fishing and Boating, Aquatic Nuisance Species lesson plans, exhibits and programs at hatcheries)	No	No	No	Yes		Fishing Handbook, p7	No	No		
Tennessee Wildlife Resources	www.state.tn.us/twr/	No	Yes	Yes	Yes	Yes	Yes	Yes	TMF ad in online fishing guide	Take it to the Bank publication lists WWW and uses WWW logo	No	No		Interactive banner on fish page, First Fish Award, Angler Recognition Program
Texas Parks & Wildlife	www.tpwd.state.tx.us/	Yes	Yes	Yes (at state parks and teacher resources: Aquakids)	No	No	Yes	Yes	TMF partnership videos	Learn to Fish lists Texas Fishing Guides using RBF materials+Free Fishing plus links to RBF	Yes	No		

State	Website	How to Fish (09)	Where to Fish (09)	(Aquatic) Ed Resources (09)	Fishing Page (09)	Fishing Page (06)	Other Page (09)	Other Page (06)	Other:where (09)	Other:where (06)	Query* (09)	Query* (06)	Notes (09)	Notes (06)
Utah Div. of Wildlife	wildlife.utah.gov/index.php	No	Yes	No	No	No	Yes	Yes	Old TMF ad in various publications.	Yes; as sponsor for Nat. Fishing & Hunting Day. No in Community Fishing, Free Fishing Day; Utah Fishing guide	Yes	No		
Vermont Fish & Wildlife Dept.	www.vtfishandwildlife.com/		Yes	Yes (Let's Go Fishing and Aquatic Wild programs)	Yes	No	Yes	No	Hard to tell if on other pages outside of persistent logo in navigation.	Fishing guide	Yes	N/A	TMF logo appears in persistent left-hand navigation	
Virginia Game & Inland Fisheries & Virginia Marine Resources Commission	www.dgif.virginia.gov/ & www.mtrc.virginia.gov/regulations/regindex.shtm	No	Yes	Yes (SARBP)	No	No	Yes	No	Take Me Fishing Links on Fishing Education page.	Regulations, links, Aquatic Resources Education	Yes	No		Mother & Daughter Outdoors: Basic Angling Education series;
Washington Dept. of Fish & Wildlife	wdfw.wa.gov/	Yes	Yes	Yes (Aquatic Wild)	No	No	No	No		Fishing regulations, not listed as link or place to get more fishing information	No	No		
West Virginia DNR	www.wvdnr.gov/	No	Yes	No	No	No	No	No		Fishing regulations, fishing brochure	No	No		
Wisconsin DNR	dnr.wi.gov/	Yes	Yes	Yes (Angler Education and Project Wet programs)	Yes	No	Yes	No	Take Me Fishing page with TMF link	New to Fishing, Fishing regulations	Yes	No	Anglers' Legacy graphic and link in two places on fishing page	
Wyoming Game & Fish	gf.state.wy.us/	No	Yes	Yes (Project Wild)	No	No	No	Yes		Fishing Regs Booklet, p23; no for Free Fishing Day/ does mention being part of NFBW)	No	Yes		

\* All queries conducted by DJ Case during Oct. 16-21, 2009. All efforts made to get a positive response, including search of if website had query function typed "take me fishing." Searched page 1 or first 10+ entries

**2009 OVERVIEW**

- 29 of 51 web sites contained some mention
- 2 of 51 on Home page
- 12 of 51 on Fishing/Fisheries page
- 27 of 51 on page/document other than Home/Fish page
- 22 of 50 on query

**2006 BY COMPARISON**

- 25 of 51 web sites contained some mention
- 5 of 51 on Home page
- 9 of 51 on Fishing/Fisheries page
- 24 of 51 on page/document other than Home/Fish page
- 13 of 45 on query

Exhibit 7. State Agency Stakeholder Questionnaire Results

# **RBFF State Stakeholder Assessment Findings Report**

**March 8, 2010**

**Submitted by:**

**Dan Witter, Market Research Director, DJ Case & Associates  
Sarah Sanders, Project Manager, DJ Case & Associates**

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**From:** Sarah Sanders  
**Sent:** Wednesday, February 03, 2010 2:55 PM  
**To:** Sarah Sanders  
**Cc:** Doug Hobbs (doug\_hobbs@fws.gov); Whitney Tilt (whitneytilt@gmail.com)  
**Subject:** Your participation needed for RBFF State Partners Assessment  
**Importance:** High

Dear RBFF Direct Mail Marketing Program State Agency Primary Contact:

The Sport Fishing and Boating Partnership Council (Council) is conducting a programmatic assessment of the Recreational Boating and Fishing Foundation (see pg 6 of attachment for more background information on the assessment). We are seeking input from all 50 states about the Recreational Boating and Fishing Foundation in this assessment process. The questionnaire contains 9 questions that deal with your agency's involvement with RBFF programs overall and if applicable, 7 questions specifically on the State/RBFF Direct Mail program.

A member of the polling team from DJ Case & Associates will be calling you within the next several days for responses to these questions. The telephone assessment will take approximately 20-30 minutes to complete. A copy of the telephone questionnaire is attached so that you can be prepared with information about state participation in various RBFF programs (see questions for details). We recommend that you have a copy of the questionnaire easily accessible in front of you while going through the interview.

If you would like to recommend someone else as the best representative of your agency to answer these questions, please email me immediately with that contact information.

The assessment is being conducted under the direction of the Council's RBFF Assessment Team, chaired by Doug Boyd. The team is staffed by DJ Case & Associates and Project Leader Whitney Tilt. If you have any questions concerning this poll or the conduct of the assessment, please contact Whitney Tilt (whitneytilt@gmail.com, 406-223-8972) or me (sarah@djcase.com, 574-258-0100).

We look forward to talking with you and would like to extend our thanks to you in advance for your time and participation in this assessment.

Sincerely,

Sarah Sanders  
Project Manager, DJ Case & Associates

Sarah Sanders  
D.J. Case & Associates  
317 E. Jefferson Blvd.  
Mishawaka, IN 46545  
574-258-0100  
Fax 574-258-0189  
Mobile 574-261-7302  
sarah@djcase.com  
www.djcase.com

*Communications specialists in natural resources conservation*

**From:** Gwen White  
**Sent:** Wednesday, February 03, 2010 5:56 PM  
**To:** Gwen White  
**Cc:** Sarah Sanders; Whitney Tilt; 'Doug Hobbs'  
**Subject:** Your participation needed for RBFF State Partners Assessment

Dear State Fish Chief,

The Sport Fishing and Boating Partnership Council (Council) is conducting a programmatic assessment of the Recreational Boating and Fishing Foundation (see pg 5 of attachment for more background on the assessment). We are seeking input from all 50 states in this process. The questionnaire contains 9 questions that deal with your agency's involvement with RBFF programs overall.

The assessment will take approximately 20-30 minutes to complete by telephone. A copy of the questionnaire is attached so that you or your designee can be prepared with information about state participation in various RBFF programs (see questions for details). We recommend that you or your designee have a copy of the questionnaire easily accessible while going through the interview.

We were unsure who would be the best respondent for your state, so we are starting with you as the freshwater fish chief. If you would like to recommend someone else as the best representative of your agency to answer these questions, please email me immediately with that contact information and forward this email to that person. Otherwise, I will be calling you within the next few days for responses to these questions.

The assessment is being conducted under the direction of the Council's RBFF Assessment Team, chaired by Doug Boyd. The team is staffed by DJ Case & Associates and Project Leader Whitney Tilt. If you have any questions concerning this poll or the conduct of the assessment, please contact Whitney Tilt ([whitneytilt@gmail.com](mailto:whitneytilt@gmail.com), 406-223-8972) or Sarah Sanders ([sarah@djcase.com](mailto:sarah@djcase.com), 574-258-0100).

I look forward to talking with a representative of your agency soon and would like to extend our thanks to you in advance for your time and participation in this Assessment.

Sincerely,

Gwen White, Polling Team Member

Gwen M. White, Ph.D.  
Project Manager  
D.J. Case & Associates  
4360 N. Winthrop Ave.  
Indianapolis, IN 46205  
Land: 317-426-5154  
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*Communication specialists in natural resources conservation*

### RBFF State Partners Questionnaire

The Sport Fishing and Boating Partnership Council (Council) is conducting a programmatic assessment of the Recreational Boating and Fishing Foundation (see page 6 for more background information on the assessment). We are seeking input from all 50 states about the Recreational Boating and Fishing Foundation in this assessment process. The questionnaire contains 9 questions that deal with your agency’s involvement with RBFF programs overall and if applicable, 7 questions specifically on the State/RBFF Direct Mail program.

**This information is considered confidential and not for attribution.** Polling results will be rolled up into general responses. A member of the polling team from DJ Case & Associates will be calling you within the next several days for responses to these questions. The telephone interview will take approximately 20-30 minutes to complete. A copy of the telephone poll is provided to you in advance of your scheduled phone interview so that you can be prepared with information about state participation in various RBFF programs (see questions below for details). We recommend that you have a copy of the questionnaire easily accessible in front of you while going through the interview. (see questions for details).

The assessment is being conducted by the Council’s RBFF Assessment Team, chaired by Doug Boyd. The team is staffed by DJ Case & Associates and Project Leader Whitney Tilt. If you have any questions concerning this poll or the conduct of the assessment, please contact Whitney Tilt ([whitneytilt@gmail.com](mailto:whitneytilt@gmail.com), 406-223-8972) or Sarah Sanders ([sarah@djcase.com](mailto:sarah@djcase.com), 574-258-0100).

1. Questionnaire # \_\_\_\_\_ (For Polling Team Use Only)

Questions for Overall Agency Involvement with RBFF Programs

2. Please indicate the ways your Agency has utilized Take Me Fishing, Anglers’ Legacy or other RBFF products and technical expertise during the assessment timeframe (2006–2009). Have you.

RBFF Cooperative Programs			
	Yes	No	Don’t know
a. Utilized <i>Take Me Fishing/Anglers’ Legacy</i> logos in your communications			
b. Placed <i>Take Me Fishing/Anglers’ Legacy</i> ads in your publications at your cost (pro bono)			
c. Placed <i>Take Me Fishing/Anglers’ Legacy</i> ads in your publications at discounted cost			
d. Co-branded your outreach information with <i>Take Me Fishing/Anglers’ Legacy</i> logos			
e. Participated in marketing workshop(s) offered by RBFF			
f. Partnered in RBFF’s <i>Anglers’ Legacy</i> program			
g. Utilized <i>National Fishing and Boating Week</i> planning materials and/or hosted NFBW events			
h. Incorporated <i>RBFF Best Practices in Aquatic Education</i> into own programs			
i. Hosted <i>Passport to Boating and Fishing</i> education sessions			
j. Used <i>Reel Lines</i> and other RBFF information as part of your staff training			
k. Provided links to RBFF on your website			
l. Provided content to RBFF-hosted website(s)			
m.. Other RBFF products/technical expertise used 2006-2009? (fill-in)			

Any COMMENTS about products/technical expertise? (fill-in)

Please indicate the years you have participated in one or more of these cooperative programs:

<input type="checkbox"/> 2005 or before	<input type="checkbox"/> 2006	<input type="checkbox"/> 2007	<input type="checkbox"/> 2008	<input type="checkbox"/> 2009	<input type="checkbox"/> Did not participate
---	-------------------------------	-------------------------------	-------------------------------	-------------------------------	--

Any COMMENTS about your yearly participation? (fill-in)

3. How would you rate RBFF’s cooperative involvement with your Agency in terms of:  
*(Where 1=very ineffective, 2=somewhat ineffective, 3=neutral, 4=somewhat effective, 5=very effective)*

a. Assisting your Agency mandate	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
b. Recruiting/retaining more fishermen in your State	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
c. Recruiting/retaining more boaters in your State	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
d. Selling more fishing licenses	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
e. Registering more boats	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
f. Educating users on where to fish & boat in your State	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
g. Improving your public image	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know

Any COMMENTS about RBFF’s cooperative involvement? (fill-in)

5. How would you describe your contact with RBFF staff?  
Regular      Occasional      Rare      None (Skip to Q7)
6. How would you describe RBFF staff assistance?  
Not valuable    Somewhat valuable    Very valuable    Unable to rate

Any COMMENTS about staff assistance? (fill-in)

7. How effective is having the following state-specific outreach information accessible through the RBFF “Take Me Fishing.org” website? *(Where 1=very ineffective, 2=somewhat ineffective, 3=neutral, 4=somewhat effective, 5=very effective)*

a. Places to boat and fish in each state	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> N/A
b. Angler recruitment call to action ( <i>Anglers' Legacy</i> )	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> N/A
c. Boating and fly fishing basics	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> N/A
d. Boating safety	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> N/A
e. Social networking site ( <i>Fishington</i> )	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> N/A
f. Fishing-related business listing in each state ( <i>Hotspots</i> )	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> N/A
g. State laws and regulations for fishing and boating	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> N/A
h. Education programs offered by each state	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> N/A
i. Fishing organizations in each state	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> N/A
j. <i>Protect Our Waters</i> (information on pollution and invasive species)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> N/A
k. Lake and river maps from each state	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> N/A

Any COMMENTS about “Take Me Fishing.org” website? (fill-in)

8. In what specific ways has RBFF provided effective services to your Agency? (fill-in)
9. In what specific ways can RBFF improve its services to your Agency? (fill-in)
10. Have you participated in the RBFF Direct Mail Marketing Program? Yes  
No

\*If No, please skip to Q17

**Q11-Q16: Additional Questions for States Participating in the RBFF Direct Mail Marketing Program:**

11. In what year did your Agency initiate a Direct Mail Marketing Program with RBFF?

<input type="checkbox"/> 2005 or before	<input type="checkbox"/> 2006	<input type="checkbox"/> 2007	<input type="checkbox"/> 2008	<input type="checkbox"/> 2009	<input type="checkbox"/> Do not recall
---	-------------------------------	-------------------------------	-------------------------------	-------------------------------	--

12. How many years has your State Agency has been involved with RBFF on cooperative projects? (fill-in whole number)

13. To what degree does each of the following contribute to your State's Direct Mail Marketing Program? (*Where 1=not at all, 2=a little, 3=some, 4=a lot*)

a. RBFF's marketing workshops	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> don't know
b. RBFF's direct mail toolkit	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> don't know
c. RBFF's cost-share grant	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> don't know
d. RBFF staff for consultations	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> don't know
e. Your State's automated database (or point of sale system)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> don't know
f. Support from your State's Agency leadership and staff	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> don't know
g. Your State's commitment to improved marketing	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> don't know
Any COMMENTS about other factors and their importance? (fill-in)					

14. Please indicate the level of confidence you have in the following two aspects of RBFF's research describing your State's Direct Mail Marketing Program. (*Where 1=none, 2=low, 3=medium, 4=high*)

a. Calculation of Return on Investment (or ROI) in RBFF's research project	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> don't know
b. RBFF's research project's use of control groups	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> don't know

15. Please indicate your agreement with the following 10 statements concerning the State's Direct Mail Marketing Program (Program): *(Where 1=strongly disagree, 2=somewhat disagree, 3=neutral, 4=somewhat agree, 5=strongly agree)*

a. The State Agency would have undertaken the Program without the financial and technical support of RBFF.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> N/A
b. The State Agency has received direct economic benefit from implementation of the Program in the form of increased license sales.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> N/A
c. The Program design effectively addresses the target audience in the State.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> N/A
d. The Program design is sufficiently flexible to adapt to the State's needs.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> N/A
e. RBFF is a valuable partner whose staff provide valuable technical experience that greatly augments the State's staff expertise.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> N/A
f. The Program's return on investment (or ROI) has been positive when anglers have been targeted with appropriate messages or given meaningful information.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> N/A
g. The Program is a State Agency priority, and the Agency commits the necessary resources annually to maintain the Program and allow it to succeed.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> N/A
h. The Program is limited in scope; its benefits have been comparatively small due to the Program's limited scope. Greater benefits will be realized as the Program is expanded to include a greater proportion of the anglers in the State.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> N/A
i. Every license that RBFF helps our State Agency sell equals dollars towards conservation.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> N/A
j. The State will sustain the Program, or similar efforts, in the future without RBFF financial and technical support.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> N/A

16. Do you have any comments concerning the State's Direct Mail Marketing Program? (fill-in)

17. Do you have any other comments about your Agency's involvement with RBFF programs and technical expertise? (fill-in)

- End of Interview Questions -

### **Programmatic Assessment of the RBFF**

This assessment is conducted by the Sport Fish and Boating Partnership Council at the request of the U.S. Fish and Wildlife Service under the directive of the 1998 Sport Fishing and Boating Safety Act.

The Act authorized the establishment of an “outreach and communications program” to improve communications with anglers, boaters, and the general public regarding angling and boating opportunities, reduce barriers to participation in these activities, advance adoption of sound fishing and boating practices, promote conservation and the responsible use of the Nation’s aquatic resources, and further safety in fishing and boating.

Consistent with the Act, a “Strategic Plan to Develop a National Outreach and Communications Program” was developed by the Council through a stakeholder-led process. The Recreational Boating and Fishing Foundation was established in 1999 to conduct the activities necessary to achieve the mission and goals of this strategic plan.

The Act also calls for a periodical review of the outreach and communications program by the Secretary of the Interior which has led to the Service’s request to the Council.

The assessment is being conducted by the Council’s RBFF Assessment Team, chaired by Doug Boyd. The team is staffed by DJ Case & Associates and Project Leader Whitney Tilt. If you have any questions concerning this poll or the conduct of the assessment, please contact Whitney Tilt ([whitneytilt@gmail.com](mailto:whitneytilt@gmail.com), 406-223-8972) or Sarah Sanders ([sarah@djcase.com](mailto:sarah@djcase.com), 574-258-0100).

## Basic Frequencies

**Q2. Please indicate the ways your Agency has utilized Take Me Fishing, Anglers' Legacy or other RBFF products and technical expertise during the assessment timeframe (2006-2009). Have you...**

RBFF products and technical expertise	Yes		No		Don't know		Total
a. Have you utilized Take Me Fishing/Anglers' Legacy logos in your communications?	33	83%	7	18%	0	0%	40
d. Have you co-branded your outreach information with Take Me Fishing/Anglers' Legacy logos?	31	78%	9	23%	0	0%	40
e. Have you participated in marketing workshop(s) offered by RBFF?	29	73%	10	25%	1	3%	40
b. Have you placed Take Me Fishing/Anglers' Legacy ads in your publications at your cost (pro bono)?	28	70%	12	30%	0	0%	40
l. Have you provided content to RBFF-hosted website (s)	27	69%	10	26%	2	5%	39
k. Have you provided links to RBFF on your website?	25	63%	11	28%	4	10%	40
f. Have you partnered in RBFF's Anglers' Legacy program?	25	63%	14	35%	1	3%	40
h. Have you incorporated RBFF Best Practices in Aquatic Education into your own programs?	20	50%	15	38%	5	13%	40
g. Have you utilized National Fishing and Boating Week planning materials and/or hosted NFBW events?	18	45%	21	53%	1	3%	40
i. Have you hosted Passport to Boating and Fishing education sessions?	7	18%	27	68%	6	15%	40
c. Have you placed Take Me Fishing/Anglers' Legacy ads in your publications at discounted cost?	3	8%	36	90%	1	3%	40
j. Have you used Reel Lines and other RBFF information as part of your staff training?	2	5%	32	80%	6	15%	40

**Q2a. Have you utilized Take Me Fishing/Anglers' Legacy logos in your communications.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	33	66.0	82.5	82.5
	No	7	14.0	17.5	100.0
	Total	40	80.0	100.0	
Missing	System	10	20.0		
Total		50	100.0		

**Q2b. Have you placed Take Me Fishing/Anglers' Legacy ads in your publications at your cost (pro bono).**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	28	56.0	70.0	70.0
	No	12	24.0	30.0	100.0
	Total	40	80.0	100.0	
Missing	System	10	20.0		
Total		50	100.0		

**Q2c. Have you placed Take Me Fishing/Anglers' Legacy ads in your publications at discounted cost.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	6.0	7.5	7.5
	No	36	72.0	90.0	97.5
	Don't know	1	2.0	2.5	100.0
	Total	40	80.0	100.0	
Missing	System	10	20.0		
Total		50	100.0		

**Q2d. Have you co-branded your outreach information with Take Me Fishing/Anglers' Legacy logos.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	31	62.0	77.5	77.5
	No	9	18.0	22.5	100.0
	Total	40	80.0	100.0	
Missing	System	10	20.0		
Total		50	100.0		

**Q2e. Have you participated in marketing workshop(s) offered by RBFF?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	29	58.0	72.5	72.5
	No	10	20.0	25.0	97.5
	Don't know	1	2.0	2.5	100.0
	Total	40	80.0	100.0	
Missing	System	10	20.0		
Total		50	100.0		

**Q2f. Have you partnered in RBFF's Anglers' Legacy program.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	25	50.0	62.5	62.5
	No	14	28.0	35.0	97.5
	Don't know	1	2.0	2.5	100.0
	Total	40	80.0	100.0	
Missing	System	10	20.0		
Total		50	100.0		

**Q2g. Have you utilized National Fishing and Boating Week planning materials and/or hosted NFBW events?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	18	36.0	45.0	45.0
	No	21	42.0	52.5	97.5
	Don't know	1	2.0	2.5	100.0
	Total	40	80.0	100.0	
Missing	System	10	20.0		
Total		50	100.0		

**Q2h. Have you incorporated RBFF Best Practices in Aquatic Education into your own programs.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	40.0	50.0	50.0
	No	15	30.0	37.5	87.5
	Don't know	5	10.0	12.5	100.0
	Total	40	80.0	100.0	
Missing	System	10	20.0		
Total		50	100.0		

**Q2i. Have you hosted Passport to Boating and Fishing education sessions?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	14.0	17.5	17.5
	No	27	54.0	67.5	85.0
	Don't know	6	12.0	15.0	100.0
	Total	40	80.0	100.0	
Missing	System	10	20.0		
Total		50	100.0		

**Q2j. Have you used Reel Lines and other RBFF information as part of your staff training?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	4.0	5.0	5.0
	No	32	64.0	80.0	85.0
	Don't know	6	12.0	15.0	100.0
	Total	40	80.0	100.0	
Missing	System	10	20.0		
Total		50	100.0		

**Q2k. Have you provided links to RBFF on your website?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	25	50.0	62.5	62.5
	No	11	22.0	27.5	90.0
	Don't know	4	8.0	10.0	100.0
	Total	40	80.0	100.0	
Missing	System	10	20.0		
Total		50	100.0		

**Q2l. Have you provided content to RBFF-hosted website (s)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	27	54.0	69.2	69.2
	No	10	20.0	25.6	94.9
	Don't know	2	4.0	5.1	100.0
	Total	39	78.0	100.0	
Missing	System	11	22.0		
Total		50	100.0		

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**Q2m. Other RBFF products/technical expertise used 2006-2009? (fill-in)**

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a. utilized Take Me Fishing, not so much Angler's Legacy b. Take Me Fishing, no cost, not Angler's Legacy d. Take Me Fishing, yes i. Fishing, but not boating. Utilized SkySocks Triple-A baseball game (booth for anglers where anglers we're being registered for Angler's Legacy.

---

At [STATE] fair hung a large co-branded "Take Me Fishing" banner and distributed extra co-branded postcards to encourage purchase of fishing licenses

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Direct Mail Marketing Kit; images from that Kit.

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Do National and Fishing and Boating...do an event, but don't know if it's a specific partnership with RBFF. i. Healthy habitat poster, safe fish handling, knot tying--use these to highlight mobile aquarium event. Bought [STATE AGENCY'S] mobile aquarium in '08...we do about 7 events since we've had mobile aquarium....we've done creel surveys as demonstration...direct contact with 310,000 people. Four events upcoming this year...we bring biologists, so it's a big team effort. Hope we can get smaller aquarium. Always getting input from RBFF. Always get technical expertise. One great product out of marketing is state's direct mail list serve, a lot like aquatic area list serve...wealth of information comes from that.

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f - to some extent to move free fishing

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Fleet of 5 fishing trailers--Take me Fishing Trailers--not so much the logo, but we had a local artist design art for the trailer, not necessarily the RBFF logo.

---

Haven't used anything other than the marketing materials.

---

Had some of their audio and video early on, but did not use them in outreach.

---

Other RBFF products/technical expertise used 2006-2009? (fill-in) Materials for Anglers Legacy including pop up, images from their photo shoots, lapsed angler campaign, movers campaign, research on psychographics, research on the impact of existing educational programs, research on stewardship, the special fishing and boating report, etc. I've also frequently asked for opinions on our creative and surveys to keep consistent with national trends and have a free third party review.

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Problems using some of the things, but was able to get help from staff.

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Products: photo library a lot; use key messages as part of the direct mail piece.

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rest of questionnaire addresses agency's participation

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Some things came across with Direct Mail. We used their creative and some of the messages in other areas. That's been helpful. In addition to Direct Mail, radio ad buys, those were run in our state. We used those.

---

We've been a state worked with RBFF since 2006; so they've provided whole host of products and technical expertise to help us develop marketing strategies in the state.

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We used the Tradeshow Giveaways (pill bottle). Images and creative, I use it all the time.

---

We worked with them on a pilot education program to recruit Hispanic families. RBFF stuff was helpful in facilitating and suggesting processes on implementing programs. Used RBFF images and brand to create outreach materials.

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**Q2. Any COMMENTS about products/technical expertise? (fill-in)**

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3rd years of our 3 year, entered with RBFF on Lapsed Angler program, merged and incorporated a lot of Take Me Fishing and Angler's Legacy --- we put that partnership. We entered in the Angler's Legacy program--- we've not done as many event sin the past b/c of resource, have the posters, sign up sheets, and information. In lobby of our agency, special corner set up with the Angler's Legacy stuff, display, and other information. Fish poster has been popular. Re e. only for direct mail program. g. wasn't aware of NFBW planning materials available. Putting it on his agenda to look more information. Their resources are welcomed and we are looking into them more and more. With States across the country, resources are pretty tight right now for a lot of education materials; we are finding them very useful.

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a. Take Me Fishing only b. one ad in [AGENCY] magazine d. Take Me Fishing only f. yes, with little success g. hosts events; not use material. i. did prior to 2005

---

Applaud RBFF and ability to join and lean on ability of other states.

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As a cautionary tale for the folks out there, and I think other states may have experienced the same things. One challenge we face is that while RBFF has a nice, professional website and products, as you try to roll that into what you are doing, you face some resistance from others in your agency (i.e. our website people) and have some political battles with the agency that end up in roadblocks for using RBFF products. In our case, for example, we have an IT person who has developed his own version of Fishington and we can't get it off the ground, but we have too much in that right now. In general regarding Q2: We've used a lot of this stuff to a limited degree and we are in agreement that we should be using them as much as we can, but we don't have the manpower.

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b. on a very limited basis. We are only one year into the Direct Mail program. We appreciate RBFF is there, but haven't organized ourselves around utilizing their stuff.

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Don't have our own aquatic education program. Unfortunately do not have anyone on staff dedicated to this. Have one person who has done Project WILD coordination over the years and editor of wildlife magazine. Wears a lot of hats and basically catch as. If school wants a program, district biologist does it. Would like to have someone dedicated, which does hamper us a great deal.

---

Finds the direct mail program to be very worthwhile.

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I'm a big fan of RBFF. Boating done by another agency and I don't think they have seen the vision for RBFF yet. I really like the Angler's Legacy program. We sort of led the way on agencies creating their own materials for Angler's Legacy. I have my own pledge booth paraphernalia. Trying to get partners to put PSAs and Ads in Angler's Legacy in their pubs. Re L. prior to relaunch, we were providing information to Places to Fish. We've done a lot internally to promote RBFF to them.

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Image library is a lot better now since it's been updated with freshwater images.

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In [STATE], we are not familiar with the products and interested in finding out more about it. Money to support the foundation is from which piece of Sportfish Restoration Funds? Will look on the RBFF website for more information.

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[STATE AGENCY] recently merged with DEQ. Have decentralized structure with several divisions. Personnel management for fisheries and outreach. Have another division for communications. In that office, they have internet expert(s), also absorbed history, arts and libraries that had graphic arts designers, communications networks people. All went to office of communications. They have outreach and education component as well. Gives the background for only my view of the world Have been doing outreach for a little over a year. Floated around before. Decided what to put in these, put no in all. Just started the Direct Mail program as two individuals went to the workshop. We have a workgroup and have met twice. Planning, started but not actually done the first mailing (in April or May). Supposed to have 5 employees as staff, but only 1 person is there right now. Don't know on websites. Attempted to look and didn't find any direct links.

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**Q2. Any COMMENTS about products/technical expertise? (fill-in)**

Primarily a lot of stuff in online side of things.

RBFF products are of professional quality.

Re e. did not participate in workshops prior to the Direct mail Campaign Workshops. But has participated in those.

Re g. used ad materials only. re:l effort underway to access areas. RBFF hasn't listened well enough to what states need in terms of help in the education arena, and that some of the programs were makeovers of other existing efforts developed by others and perhaps already in use in [STATE] and elsewhere. I have seen other efforts (not RBFF) where outside organizations worked on projects for one or more state agencies, and there is always a need for sufficient agency involvement and quite a bit of sensitivity about it. RBFF may already be well aware of this dynamic, but must be careful to always keep it in mind with their projects.

Re l: especially events. We've found it beneficial. We've used a lot of the artwork that was provided by RBFF, esp. for the color postcards that were a part of the campaign.

Really helpful to have RBFF hire professionals to create marketing tools and toolkits--expertise that we don't have in-house.

[STATE] is in the process of hiring a recruitment/retention staff person and our participation in programs will likely increase once that is accomplished.

Some of the stuff we hadn't used (i.e. passport) because we have our own expertise in house and our own educational program. Re Q2b. took a lot of RBFF's creative ads, created our own ads using the RBFF artwork and logos.

The materials they provide are very professional and polished look. re: c. didn't know at a discount to whom? Re: don't know answers (Q2g,i,j)would have to ask someone in the agency, or wasn't aware of the ed. questions.

**Q3. Please indicate the years you have participated in one or more of these cooperative programs:**

Years participated?	No		Yes		Total
Participate in 2005 or before?	17	44%	22	56%	39
Participate in 2006?	19	49%	20	51%	39
Participate in 2007?	15	38%	24	62%	39
Participate in 2008?	7	18%	32	82%	39
Participate in 2009?	7	18%	32	82%	39

**Q3: Participate in 2005 or before?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	17	34.0	43.6	43.6
	Yes	22	44.0	56.4	100.0
	Total	39	78.0	100.0	
Missing	System	11	22.0		
Total		50	100.0		

**Q3: Participate in 2006?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	19	38.0	48.7	48.7
	Yes	20	40.0	51.3	100.0
	Total	39	78.0	100.0	
Missing	System	11	22.0		
Total		50	100.0		

**Q3: Participate in 2007?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	15	30.0	38.5	38.5
	Yes	24	48.0	61.5	100.0
	Total	39	78.0	100.0	
Missing	System	11	22.0		
Total		50	100.0		

**Q3: Participate in 2008?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	7	14.0	17.9	17.9
	Yes	32	64.0	82.1	100.0
	Total	39	78.0	100.0	
Missing	System	11	22.0		
Total		50	100.0		

**Q3: Participate in 2009?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	7	14.0	17.9	17.9
	Yes	32	64.0	82.1	100.0
	Total	39	78.0	100.0	
Missing	System	11	22.0		
Total		50	100.0		

**Q3: Did not participate.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Participated	36	72.0	92.3	92.3
	Did not participate	3	6.0	7.7	100.0
	Total	39	78.0	100.0	
Missing	System	11	22.0		
Total		50	100.0		

**Q3: Any COMMENTS about your yearly participation? (fill-in)**

\* check about other years. Haven't had a big market share growth with the program. that was the consensus for 2009.

Everything has been good. good support from RBFF and well run program.

Hasn't been consistent across those years, with different parts of the agency using different pieces of all programs throughout all years...so not consistent across time.

Have used creative materials for a number of years. Aside from that, started in 2009 utilizing the Direct Mail partnership. Creative has been very helpful and the messages. Some of that stuff has been well done and then it saves us work if we can take it and plug it in.

Included in annual Fishing Handbooks in all years since these tools were available from RBFF.

It's been outstanding. It has brought a real awareness of the marketing value, specifically in just R&R, had great success with Lapsed Angler program, guiding us to the id the need of R&R need in the agency and how much we need to put into it.

Its enabled us to do things that we probably wouldn't have been able to do on our own.

Participation is growing and changing over time.

Participation was spread over our Communications, Education, and Fisheries Divisions.

Partnered since Waters Work Wonders...still banners around agency.

Programs have been very worthwhile for state agency.

The staff person before me did some work prior to 2002. Nothing in 2006-09 but we are now into the Direct Mail program with training in 2009 and first mailing in 2010.

Their materials and our relations has improved. The way we utilize their information is increasing.

these dates for the marketing program. no comments.

Used Passport to Fishing as aquatic education outreach programs. [Note that [STATE] did participate in the RBFF Direct Mail program in 2004 but they did not check the category "2005 or before."]

Used something from RBFF in each of those years (logo in publication, poster, mention of RBFF in periodicals).

Very helpful because it's a turnkey program, and with limited staff. RBFF does great job of offering a turnkey programs with educational materials--you can just pick it up and use it; and with agencies hard-pressed with staff resources, it's been phenomenal.

We've consistently used the logos and the artwork and the idea of the sending folks to the Take Me Fishing Website.

We've use materials on and off prior to 2005.

We helped create a bit of a spike on license sales as a result.

We used Take Me Fishing pictures in all years.

**Q4. How would you rate RBFF's cooperative involvement with your Agency in terms of:**

How would you rate RBFF's cooperative involvement?	Mean(a)	Valid N	Word anchor	Rank
a. Rate RBFF's help in assisting your agency mandate.	3.81	36	Somewhat effective	1
b. Rate RBFF's help in recruiting/retaining more fishermen in your state.	3.73	37	Somewhat effective	2
d. Rate RBFF's help in selling more fishing licenses.	3.69	35	Somewhat effective	3
g. Rate RBFF's help in improving your public image.	3.65	37	Somewhat effective	4
f. Rate RBFF's help in educating users on where to fish & boat in your state.	3.26	31	Neutral	5
c. Rate RBFF's help in recruiting/training more boaters in your state.	2.90	21	Neutral	6
e. Rate RBFF's help in registering more boats.	2.71	17	Neutral	7

a Where 1=very ineffective, 2=somewhat ineffective, 3=neutral, 4=somewhat effective, 5=very effective, "don't know" eliminated for purposes of this analysis.

**Q4a. Rate RBFF's help in assisting your agency mandate.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very ineffective	2	4.0	5.6	5.6
	Somewhat ineffective	1	2.0	2.8	8.3
	Neutral	5	10.0	13.9	22.2
	Somewhat effective	22	44.0	61.1	83.3
	Very effective	6	12.0	16.7	100.0
	Total	36	72.0	100.0	
Missing	Don't know	4	8.0		
	System	10	20.0		
	Total	14	28.0		
Total		50	100.0		

**Q4b. Rate RBFF's help in recruiting/retaining more fishermen in your state.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very ineffective	1	2.0	2.7	2.7
	Somewhat ineffective	2	4.0	5.4	8.1
	Neutral	9	18.0	24.3	32.4
	Somewhat effective	19	38.0	51.4	83.8
	Very effective	6	12.0	16.2	100.0
	Total	37	74.0	100.0	
Missing	Don't know	3	6.0		
	System	10	20.0		
	Total	13	26.0		
Total		50	100.0		

**Q4c. Rate RBFF's help in recruiting/training more boaters in your state.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very ineffective	2	4.0	9.5	9.5
	Somewhat ineffective	2	4.0	9.5	19.0
	Neutral	14	28.0	66.7	85.7
	Somewhat effective	2	4.0	9.5	95.2
	Very effective	1	2.0	4.8	100.0
	Total	21	42.0	100.0	
Missing	Don't know	19	38.0		
	System	10	20.0		
	Total	29	58.0		
Total		50	100.0		

**Q4d. Rate RBFF's help in selling more fishing licenses.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very ineffective	2	4.0	5.7	5.7
	Somewhat ineffective	2	4.0	5.7	11.4
	Neutral	7	14.0	20.0	31.4
	Somewhat effective	18	36.0	51.4	82.9
	Very effective	6	12.0	17.1	100.0
	Total	35	70.0	100.0	
Missing	Don't know	5	10.0		
	System	10	20.0		
	Total	15	30.0		
Total		50	100.0		

**Q4e. Rate RBF's help in registering more boats.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very ineffective	3	6.0	17.6	17.6
	Neutral	13	26.0	76.5	94.1
	Somewhat effective	1	2.0	5.9	100.0
	Total	17	34.0	100.0	
Missing	Don't know	23	46.0		
	System	10	20.0		
	Total	33	66.0		
Total		50	100.0		

**Q4f. Rate RBF's help in educating users on where to fish & boat in your state.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very ineffective	3	6.0	9.7	9.7
	Somewhat ineffective	4	8.0	12.9	22.6
	Neutral	8	16.0	25.8	48.4
	Somewhat effective	14	28.0	45.2	93.5
	Very effective	2	4.0	6.5	100.0
	Total	31	62.0	100.0	
Missing	Don't know	9	18.0		
	System	10	20.0		
	Total	19	38.0		
Total		50	100.0		

**Q4g. Rate RBF's help in improving your public image.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very ineffective	1	2.0	2.7	2.7
	Neutral	17	34.0	45.9	48.6
	Somewhat effective	12	24.0	32.4	81.1
	Very effective	7	14.0	18.9	100.0
	Total	37	74.0	100.0	
Missing	Don't know	3	6.0		
	System	10	20.0		
	Total	13	26.0		
Total		50	100.0		

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**Q4: Any COMMENTS about RBFF's cooperative involvement? (fill-in)**

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A lack of involvement with [STATE AGENCY] is not due to RBFF, but [STATE AGENCY] not having sufficient staff to dedicate to these efforts in the past.

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Boating is out of our agency. I'm kind of guessing on some of these answers. We have data on the Direct Mail. I think these things are positive, but can't say to what extent. I worked with RBFF on the direct mail and I don't know...I found them to be very conscientious in providing reminders, if we had a questions, they always got right back to us with a prompt response, excellent response.

---

c. Not used RBFF to target boats. d. Believe it reduces churn; but not necessarily creates new licenses. f. It has a lot of incorrect information for our state. (RBFF website). Trying to fix it with RBFF.

---

Can only comment on marketing. She feels RBFF tries to do a good job, is definitely available to states, but marketing program has not been very effective. She feels the RBFF staff and organization willing and able to help out.

---

Don't do boaters. We don't even have data about where to fish and boat; we've been working to get up to speed as much as possible; this is not RBFF's fault.

---

For the most effort, the involvement has been very helpful.

---

Giving a "don't know" rating on several of these because we really don't know if anglers are recruited through the RBFF programs. We don't get a chance to evaluate if it helps us. We don't do very many angler surveys to see if it helps. Boats aren't registered in our agency but in the BMV. Has been a bit of a drop in boat registration over the last couple of years, but that would be related to the economy. Hasn't helped or hurt our image, so neutral.

---

Have had no interaction with the program.

---

Haven't worked with boaters so not area of emphasis. One thing that RBFF has done is they've been very effective in raising awareness of our agency and importance of communicating and marketing with our customers. Takes a while to get this buy-in--these cooperative involvement things are works in progress; overall, though, RBFF has been very effective in elevating the importance of marketing.

---

I appreciate the information they have out there. RBFF may have done some work in [STATE] that was not through [AGENCY], so I am speaking specifically to [AGENCY] Fisheries. Hoping the Direct Mail will be very effective but we just started, so we don't know yet.

---

I like having them; I would like to take more advantage of what they are offering. I think they are taking the right approach to the industry, but I just don't have the staff. Overall, I think they do a good job..

---

In 2009, we are just now in our first year for electronic licensing, so we were unable to cooperate on some higher levels with RBFF programs.

---

It's nice in an agency where I am at, I'm not a biologist, for me to be able to present ideas and concepts that have the muscle of a national organization behind it has been very helpful to me to promote marketing of angling through the state.

---

Our mandate is all about sustaining wildlife, so it doesn't specifically target anglers, hunters--in the broad scheme of thing, it helps by bringing in additional revenues--but not for the broader mandate.

---

RBFF allows agency to try things that the agency wouldn't try without RBFF help.

---

Re Q4e. We've not taken advantage of the materials related to boating. It's been very effective.

---

Re: answer Q4c and Q4e "don't know" b/c our agency doesn't handle boating.

---

Regarding boating, [STATE] is not responsible for managing boating.

---

Their cooperation has been outstanding. We have not made the overall gains that we would like, but research and practical experimentation keep providing incremental gains.

---

**Q4: Any COMMENTS about RBFF's cooperative involvement? (fill-in)**

They seem very willing to develop new materials, willing to provide those to our state and others. Very proactive would be a good way to describe their entire operation.

We don't do boating.

We provided information to RBFF to link to our agency web site but it was not utilized.

Web site is very poor in [STATE], fishing maps need to be corrected and updated. they've brought this issue to RBFF's attention.

Working with Maria Knight on updating the where to fish and boat.

**Q5: How would you describe your contact with RBFF staff?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regular	20	40.0	50.0	50.0
	Occasional	12	24.0	30.0	80.0
	Rare	7	14.0	17.5	97.5
	None	1	2.0	2.5	100.0
	Total	40	80.0	100.0	
Missing	System	10	20.0		
Total		50	100.0		

**Q6: How would you describe RBFF staff assistance?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not valuable	1	2.0	2.6	2.6
	Somewhat valuable	5	10.0	12.8	15.4
	Very valuable	29	58.0	74.4	89.7
	Unable to rate	4	8.0	10.3	100.0
	Total	39	78.0	100.0	
Missing	System	11	22.0		
Total		50	100.0		

**Q5 and Q6 crosstabulation:**

Q5. How would you rate RBFF's cooperative involvement with your Agency in terms of:	Q6: How would you describe RBFF staff assistance?								
	Not valuable		Somewhat valuable		Very valuable		Unable to rate		Total
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
Regular	0	0%	0	0%	20	100%	0	0%	20
Occasional	0	0%	4	33%	7	58%	1	8%	12
Rare	1	14%	1	14%	2	29%	3	43%	7
None	0	0%	0	0%	0	0%	0	0%	0

---

**Q6: Any COMMENTS about staff assistance (fill-in)?**

---

A large complaint is we're not often given enough time, they will send a request, there's no way that we can do it in the time requested; urgent.

---

Adequate, we hear from them as we need to.

---

Always great, prompt, conscientious. They send out emails...(that would fit with "regular" category) with direct mail, organized package, we didn't have to call them all the time with questions, we had a lot of contact in the beginning and then it was at key points along the way to get in touch.

---

Contact has been limited due to not having an electronic licensing system.

---

Contact has been very positive with RBFF staff so far. Did not have much contact outside of the very recent agreement to work on the Direct Mail campaign.

---

Dedicated and passionate staff that works hard to provide services to the agency.

---

Friendly, and very professional

---

Great bunch of folks! Hardworking, very helpful.

---

Great folks to work with.

---

I would like better communication or help with educational grants.

---

It was very valuable at startup (of the Direct Mail campaign), but once we figured out what was going on, the level of information support was very elementary or not as sophisticated as we would want. They send us stuff all the time. They are available when we need them. We don't call them a lot.

---

Staff is always cheerful and supportive.

---

Staff is the heartbeat of RBFF. They understand it comes from heart...and open to constructive criticism...they care and welcome it. They should be applauded for that attitude. I mean this as a high compliment.

---

Stephanie Hussey and Celia are incredibly responsive to anything we need. Very timely in their communication to us--meeting schedules...want them to work for [STATE]!

---

The staff always seems willing to help and respond in a timely manner.

---

They've got a great consistent information flow. Receive Emails and support materials on a regular basis. They are very good about getting me information moving. Majority is press releases or alerts.

---

They've just been a pleasure to work with and very responsive. The first time that I attended the meeting that they started having in Dallas for Direct Mail and I saw all of the other states that were participating, I got the visual of the # of states that RBFF Partners with and it took me back a step, I'm not the only that they talk to, but they make me feel as a state agency that they are there just to help me. They make you feel that they are there just to serve you, when I realized they were helping all these states, I was even more impressed with how they treat their "customers" Willing to listen to concerns, etc.

---

They are very quick to respond, very professional. Very helpful.

---

They are very accessible.

---

They have a different level of expertise, and always been very willing to answer questions and address concerns--and have done several things specific to [STATE] to help make a better programs.

---

They have been very enthusiastic and thorough virtually without exception.

---

Very professional. Great with follow-up. Very effective.

---

Very valuable when we have talked to them. Not always able to do what we would like to do because of our agency limitations, but RBFF has been really good to work with.

---

When we've been working with them on a particular project, they are very helpful. When we are done, we don't talk to them as much. We might benefit from a closer connection all time, rather than just when we are working on specific projects with them.

---

**Q7. How effective is having the following state-specific outreach information accessible through the RBF “Take Me Fishing.org” website?**

Q7: How effective...?	Mean(a)	Valid N	Minimum	Rank
g. State laws and regulations for fishing and boating.	3.84	31	Somewhat effective	1
h. Education programs offered by each state.	3.78	27	Somewhat effective	2
b. Angler recruitment call to action (Anglers’ Legacy).	3.76	29	Somewhat effective	3
k. Lake and river maps from each state.	3.61	28	Somewhat effective	4
a. Places to boat & fish in each state.	3.58	33	Somewhat effective	5
d. Boating safety.	3.58	26	Somewhat effective	6
c. Boating and fly fishing basics.	3.52	29	Somewhat effective	7
j. Protect Our Waters (Information on pollution & invasive species).	3.50	26	Somewhat effective	8
e. Social networking site (Fishington).	3.33	27	Neutral	9
f. Fishing-related business listings in each state (Hotspots).	3.20	30	Neutral	10
i. Fishing organizations in each state.	3.18	28	Neutral	11

a Where 1=very ineffective, 2=somewhat ineffective, 3=neutral, 4=somewhat effective, 5=very effective, “not applicable” eliminated for purposes of this analysis.

**Q7a. How effective “Take Me Fishing.org” website: Places to boat & fish in each state.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very ineffective	2	4.0	6.1	6.1
	Somewhat ineffective	3	6.0	9.1	15.2
	Neutral	10	20.0	30.3	45.5
	Somewhat effective	10	20.0	30.3	75.8
	Very effective	8	16.0	24.2	100.0
	Total	33	66.0	100.0	
Missing	Not applicable	4	8.0		
	System	13	26.0		
	Total	17	34.0		
Total		50	100.0		

**Q7b. How effective “Take Me Fishing.org” website: Angler recruitment call to action (Anglers’ Legacy).**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat ineffective	2	4.0	6.9	6.9
	Neutral	9	18.0	31.0	37.9
	Somewhat effective	12	24.0	41.4	79.3
	Very effective	6	12.0	20.7	100.0
	Total	29	58.0	100.0	
Missing	Not applicable	7	14.0		
	System	14	28.0		
	Total	21	42.0		
Total		50	100.0		

**Q7c. How effective “Take Me Fishing.org” website: Boating and fly fishing basics.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very ineffective	1	2.0	3.4	3.4
	Somewhat ineffective	2	4.0	6.9	10.3
	Neutral	12	24.0	41.4	51.7
	Somewhat effective	9	18.0	31.0	82.8
	Very effective	5	10.0	17.2	100.0
	Total	29	58.0	100.0	
Missing	Not applicable	8	16.0		
	System	13	26.0		
	Total	21	42.0		
Total		50	100.0		

**Q7d. How effective “Take Me Fishing.org” website: Boating safety.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very ineffective	1	2.0	3.8	3.8
	Somewhat ineffective	1	2.0	3.8	7.7
	Neutral	9	18.0	34.6	42.3
	Somewhat effective	12	24.0	46.2	88.5
	Very effective	3	6.0	11.5	100.0
	Total	26	52.0	100.0	
Missing	Not applicable	11	22.0		
	System	13	26.0		
	Total	24	48.0		
Total		50	100.0		

**Q7e. How effective “Take Me Fishing.org” website: Social networking site (Fishington).**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very ineffective	1	2.0	3.7	3.7
	Somewhat ineffective	4	8.0	14.8	18.5
	Neutral	12	24.0	44.4	63.0
	Somewhat effective	5	10.0	18.5	81.5
	Very effective	5	10.0	18.5	100.0
	Total	27	54.0	100.0	
Missing	Not applicable	9	18.0		
	System	14	28.0		
	Total	23	46.0		
Total		50	100.0		

**Q7f. How effective “Take Me Fishing.org” website: Fishing-related business listings in each state (Hotspots).**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very ineffective	1	2.0	3.3	3.3
	Somewhat ineffective	5	10.0	16.7	20.0
	Neutral	14	28.0	46.7	66.7
	Somewhat effective	7	14.0	23.3	90.0
	Very effective	3	6.0	10.0	100.0
	Total	30	60.0	100.0	
Missing	Not applicable	6	12.0		
	System	14	28.0		
	Total	20	40.0		
Total		50	100.0		

**Q7g. How effective “Take Me Fishing.org” website: State laws and regulations for fishing and boating.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat ineffective	3	6.0	9.7	9.7
	Neutral	8	16.0	25.8	35.5
	Somewhat effective	11	22.0	35.5	71.0
	Very effective	9	18.0	29.0	100.0
	Total	31	62.0	100.0	
Missing	Not applicable	6	12.0		
	System	13	26.0		
	Total	19	38.0		
Total		50	100.0		

**Q7h. How effective “Take Me Fishing.org” website: Education programs offered by each state.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat ineffective	3	6.0	11.1	11.1
	Neutral	7	14.0	25.9	37.0
	Somewhat effective	10	20.0	37.0	74.1
	Very effective	7	14.0	25.9	100.0
	Total	27	54.0	100.0	
Missing	Not applicable	9	18.0		
	System	14	28.0		
	Total	23	46.0		
Total		50	100.0		

**Q7i. How effective “Take Me Fishing.org” website: Fishing organizations in each state.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very ineffective	1	2.0	3.6	3.6
	Somewhat ineffective	7	14.0	25.0	28.6
	Neutral	9	18.0	32.1	60.7
	Somewhat effective	8	16.0	28.6	89.3
	Very effective	3	6.0	10.7	100.0
	Total	28	56.0	100.0	
Missing	Not applicable	8	16.0		
	System	14	28.0		
	Total	22	44.0		
Total		50	100.0		

**Q7 j. How effective “Take Me Fishing.org” website: Protect Our Waters (Information on pollution & invasive species).**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very ineffective	2	4.0	7.7	7.7
	Somewhat ineffective	2	4.0	7.7	15.4
	Neutral	9	18.0	34.6	50.0
	Somewhat effective	7	14.0	26.9	76.9
	Very effective	6	12.0	23.1	100.0
	Total	26	52.0	100.0	
Missing	Not applicable	10	20.0		
	System	14	28.0		
	Total	24	48.0		
Total		50	100.0		

**Q7k. How effective “Take Me Fishing.org” website: Lake and river maps from each state.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very ineffective	3	6.0	10.7	10.7
	Somewhat ineffective	2	4.0	7.1	17.9
	Neutral	5	10.0	17.9	35.7
	Somewhat effective	11	22.0	39.3	75.0
	Very effective	7	14.0	25.0	100.0
	Total	28	56.0	100.0	
Missing	Not applicable	9	18.0		
	System	13	26.0		
	Total	22	44.0		
Total		50	100.0		

**Q7: Any COMMENTS about “Take Me Fishing.org” website? (fill-in)**

c. and d. we don't have on our agency site, I see that as an extra, but for laws and regulation, our site would be better, because it changing all the time. Take Me Fishing would be seen as a portal. Re g. would be better to direct people to State's website for "laws" and regulations. Re: Responses that were left blank were because respondent commented "didn't know." I really have to take a wild guess on these things, I have v .little to go on gauging effective on these things. I get the feeling the site is probably good for anglers that want to fish in states other than their home states, don't know where to go, site serves as a somewhat of a portal, then that remark spill into other areas, such as if they want to find out about regulations, places to go...looking outside of their states, that's where I think their site helps. It's a nicely set up site and I think for folks within their own state, they know where to go in their agency site, but if they go somewhere, this is a one-stop shopping place and I think that's a plus. It's an attractive site, I see some value in that.

a. Working with them to improve c. nothing on boating, but have incorporated fly fishing basics into aquatic ed. program. e. when they did the postcard over a year ago, when kicked off program, very effective and well done. f. working with them to beef this up. h. in infancy, hope to utilize more in the future. j. have used some information. Some information was handed out at. k. we are beefing all that up.

[STATE] had a lot of information on site which was mistaken information--like halibut in one of the rivers...that is being corrected. RBFF was trying to do such a huge task when the site was created, and didn't have enough staff--probably led to a few hitches in process, e.g., information not put out in timely manner...platform issues that needed to be worked out. Idea is great; execution is getting there.

b. People want the posters; but don't want to hear what you have to say. e. don't use it, can't tell. f. a lot of information is inaccurate, but we don't have it listed on our website, so it's better than nothing. i. most of them are missing k. we are producing our own in state; RBFF uses Google (I think). Additional: Question to RBFF: If we participate in data transfer, can we guarantee that the data provided will not be altered?

Can't answer these questions because she hasn't seen any statistics on how effective it has been.

---

**Q7: Any COMMENTS about “Take Me Fishing.org” website? (fill-in)**

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Difficult for our state to evaluate what benefit we get from the website, as there is no way to measure benefit of the website. We presume some people use those materials but don't have feedback. For example, we don't know how many have looked at the page on where to boat and fish. Answering with “neutral” because it would not be negative to have any of these, but it is difficult to determine their value to our state.

---

Had some issues with the information provided and with content the state agency provided being used well. they have made RBFF aware of the issue, RBFF has listened and are working on it.

---

Has significantly expanded and improved in content in recent years.

---

Have a duplication of effort with the state internet site. Some RBFF site information is not complete or very limited. Some of theirs is better. Noticed that a link for [STATE] to get to fishing regulations was broken. If someone knew nothing and were going to another state to fish, this would be a place to start at least by providing some resources and encouragement to keep digging. What they have is good and a whole lot better than what we offer in some areas. Appreciate the RBFF site being there and maintained. This is a big piece to bite off to expect that much information on every state. Would like to see more links. Our state has a Mr. Biz site with lake maps and where you can camp. I'm not sure they tapped into it as much as they could have with links.

---

Have gotten anecdotal reports that people use information on where to boat and fish. As agency staff, we can't get permission to look at any social networking sites. A few retailers (businesses) are aware of RBFF and may utilize the site, but don't know how effective that is. BASS uses their own kids casting information. They are aware of RBFF but haven't used it much. TU hasn't used it either.

---

Have tried to improve it and really appreciate it. My comments above are not based on numbers but my perceptions.

---

Haven't seen much from Fishington--like the idea, but have to be neutral right now. We haven't got our education stuff together yet. Fishing organizations currently limited to fly fishing only...we have other groups. Our Fishing Atlas is being added. The “Community” feature is confusing...we may be driving people to trespass. “Fishington community Hotspots” might be a better title, rather than just “community”

---

I didn't fill in items I'm not familiar with. I am just now looking over your website and I must admit I wasn't aware that all of the state specific information was there. We are just now starting to develop a database of fishing access information. When this is further along we can provide that to you so you can have more comprehensive information.

---

I don't know from RBFF side, as I haven't seen any numbers how many people are driven from RBFF site to state.

---

I responded to these in terms of expectations and ongoing efforts, rather than just the existing information. For instance we recently provided a data base with records for over 3,100 boat ramps of which 51% are open to the public. Additionally, the database currently contains records for over 2,700 boating access facilities. Of these, over 24% are commercial, marinas, 28% are residential condominium developments with boating facilities and almost 13% are hotels/restaurants with associated boating facilities. We are looking forward to seeing how this information is integrated with TakeMeFishing.org's web site and the plug in that will allow us to share the same information via our web site.

---

I think it's helpful, haven't had a chance to look at in depth. I don't think it's ineffective at all, if people are there looking at information., it certainly has to help.

---

I think people are more likely to check their state agency's web page for information but having the information on this site would also be beneficial, [STATE AGENCY] needs to share this information with RBFF.

---

---

**Q7: Any COMMENTS about “Take Me Fishing.org” website? (fill-in)**

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In the process of working them on improving a. (places to boat and fish) and k. (maps). The resources are important, but I find the site hard to navigate, unless you are going to a direct state resource. Some stuff I didn't know it was on there, some stuff I couldn't find. I think there's not enough publicity about this website and promotion that people know where to go....I don't that orgs and business know that's an opportunity to promote themselves. The process working w/ states to make the data for fishing spots more reliable. Our data is a lot more accurate than the site. RBFF should work with us more closely to make sure better information gets on the site in the future.

---

it's a very valuable and in depth source of information

---

Most of the states have aquatic education programs. Couldn't reach the aquatic education specialist who is at a conference. That would be the person for RBFF to interact with. No one has talked about this in Region 1 meetings that I have attended as the Sportfish Restoration Funds coordinator.

---

Not all that impressed with it, particularly with the mapping component. I know they are redoing it and making it better, what I have seen so far, what I have seen so far, is not particularly great. Difficulty is each state is different. We have such a wide array of places to fish, different than in other states. Trying to catering to everybody's needs is a difficult challenge.

---

Not really the website, but prefer the old style Take Me Fishing logo/slogan.

---

Our regulations aren't up--RBFF hasn't gone that far yet. And no way we could put up state laws and regulations...I don't want folks getting these off national website. Those items not applicable above--we've not given information, or better, accurate information.

---

Pretty good...looked at it once or twice way back when...been a while.

---

Provided verbiage for addressing negative comments regarding lapsed angler mailings

---

RE: a. and k. we are working to make that better (rated it neutral). Has the potential to make it very effective.

---

she's can't recall providing very much information to RBFF website and isn't sure whether other individual in agency has. that's why not able to answer more than NA or neutral.

---

Unable to respond because to measure the effective of the website would require some evaluation. It's a work in progress, it has a very polished looked, progress in some areas more than others, there is a lot of room for additional information. I think it will improve over time.

---

Very user friendly and customer-focused; serves as a model for other websites in terms of ways to present information.

---

We have not spent much of our resources on these items (A-K) b/c of the inability to measure success. Intuitively, it makes sense that these things would work, but until I know that people are going to that site, I'm not going to spend a whole lot of time on it in our early stages of partnership. For the things we do for people, we give them the assessment, so we have the way to assess, so there is no way to measure the effective of this, there are a thousand ideas coming out, but not way to assess it. There isn't anything to tell us that they are good, so that's why we haven't participated in some of them. (No good measurement off effectiveness) -- No information. Received.

---

We should work to make it more specific.

---

We would like to see it updated on a more regular basis. We've provide materials for updated and we still haven't seen revisions to the site.

---

Wording for question 7 is confusing. We are unable to access how effective the information is for the boating and fishing public. Suggest surveying them to determine the effectiveness. All the outreach information listed is of value if presented accurately.

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---

**Q8: In what specific ways has RBFF provided effective service to your agency?**

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1. Direct mail project 2. Creative and the associated text messages

---

Anytime I've needed materials to borrow for event, they're quick to respond, and anytime I have questions about direct mail or angler legacy, they're quick to respond with good information.

---

Been effective in allowing agency to try direct mail marketing system and effectively evaluate those services. Direct mail hasn't been very effective in itself. Another way is to pull together educational resources...for example, Best Practices Manual, and another way to have quality reference materials, both to internet public and to those trying to teach fishing and boating. RBFF's work to get beyond best practices to discussions have been helpful.

---

Being able to provide the reports of market research information of data the state sent to them.

---

Can't think of any specific services that they have provided that I can say have been effective.

---

Direct mail program: to begin with, RBFF very astute to get buy in from agency top down. made participation much easier for those implementing. all infrastructure, data base analysis tested creative db manager and public relation, very effective.

---

Direct marketing kit - images very helpful.

---

Direction on direct mail marketing campaign, detailed results from direct mail marketing campaign, financial support for direct mail marketing campaign, excellent staff support, excellent conferences, images

---

Entering in the Lapsed Angler Program opened the door to us to see the value of strengthening our marketing to anglers. So much so, that up to that point, we weren't doing a lot of that. With RBFF expertise. They are really professional people. Good information and support provided. The materials that they hand out, information. is very thoroughly. They offer enough support materials aid us in getting program moving than they would have otherwise. The R&R factor has been (Angler's Legacy program) is an excellent program. They've given us the web-ready graphics and links to go to, our goal is to offer additional information and educational avenues to each to each out to states, with RBFF partnerships we can get them more. Not just for us, we've heard that people plug in to the site and visit other states information.

---

Have not interacted with them.

---

Haven't been able to take full advantage. Really appreciate just knowing it's there. Will go to website to keep myself posted on what is going on. The most helpful has been the state-specific information.

---

I believe the Take Me Fishing ad campaign has raised awareness of fishing as a family sport but I cant say if it has been effective in recruiting new anglers. I do believe the strategy makes is.

---

Materials, primarily the photos and layouts for direct mail, supplement budgets for direct mail programs, the staff support during those efforts.

---

Most effective has been the Passport to Fishing for aquatic education.

---

Most valuable is research. They have been more, very willing to help research things, participation, and all the research that they do which is immensely helpful. Willingness to try projects, we participating in our counterpart who does deal with boating stuff, trying projects to get people boating or fishing. Flexibility has been great.

---

National advertising has been useful for branding "going fishing."

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**Q8: In what specific ways has RBFF provided effective service to your agency?**

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One of the biggest benefits is the National advertising campaigns (Water Works Wonders and later Take Me Fishing), another is the research base they compiled (although this is somewhat becoming dated), providing images and standard PSAs has helped significantly, support for the lapsed angler and movers campaigns have been informative. The Web site is very good and has the potential to become even better, if planned efforts become reality.

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Partnerships could be effective but we have not had any other than just now getting on the mailing list and being hooked up to the newsletter--but I found that on my own. I don't have time to delve into all they offer.

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Primarily though direct mail, allows the agency to do analysis of license buyers we wouldn't be able to do ourselves.

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Provided an important level of expertise on things agency doesn't have access to--hiring marketing and communications firm was really key.

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Providing grants to schools to implement fishing programs and for us to help them get their programs off the ground, purchase equipment and field trips. Could be a critical piece in recruitment of youth. We've heard that Fish Ed grants are going to discontinue. We are disappointed about that. Wish we had been consulted. Hispanic Family Program - RBFF provided funding for pre and post evaluation survey research of the fishing events. This allowed us to effectively evaluate that program and learn those events have been important to recruiting Hispanics to fishing and provide good learning about what strategies are effective for reaching lapsed Hispanic Anglers. Funding for the Direct Mail Program.

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RBFF did a nice job of trying to get [STATE AGENCY] involved in the direct marketing campaign to lapsed anglers but we have not committed because we new we would be adding staff resources in this area and wanted that person involved in the process.

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RBFF has been very effective in helping to convince state agencies about the importance of communicating with customers. They understand from a marketing perspective what needs to go into a marketing program, like data analysis.

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RBFF imagery has helped us to brand our fishing regulations and fishing atlas--nicest looking covers that we've ever had. Entire marketing effort has helped to refocus what we're doing, and brought to table some of the things that would have been raised on their own, and are good things to surface.

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The creative materials are way more professional than anything we would have come up with in-house. The whole effort have built momentum, b/c we were just struggling to go on our own, having a nationwide effect really helped us build momentum. They have marketing expertise that we don't have, able to answer questions, provide assistance and advice. They've been receptive to new ideas, we didn't always follow the prescribed Direct Mail Marketing, we went different directions and they were really supportive of letting us explore. Effectiveness requires evaluation. Greatest impact that RBFF has had would be on "raising awareness of fishing."

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The direct mail campaign is very good. They've been working with our IT staff to provide interactive maps.

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The materials provided (artwork). Campaign materials we've used for ads in our fishing guides and also for the postcard campaign. Overall impact with all of the things we've talked about so far...

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The most effective services have been support materials (print, digital and graphic) for the various partner programs like Legacy and Take Me Fishing.

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The most effective services have been the "creative" and the "marketing."

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**Q8: In what specific ways has RBFF provided effective service to your agency?**

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The relationships that they encourage between their staff and us, the materials that they provide for all their programs are very professional, very well received by people in our agency, their timeliness is very good. They continue to be advocates to the state, I think, its been very helpful from our agency's perspective to have them as partners to help us effort so increase fishing license. We are up 10.5% since 2006 compared to 2009. That's not specific to lapsed anglers, that's just overall. What we are doing is working for us.

The startup information, counseling, templates, etc. that went with Direct Mail Campaign was very, very helpful. I think that the analysis that they provided on Direct Marketing was important. I think the new programs, such as the "mover's program," Anglers Legacy, and the boat giveaway process, we appreciate their creativity in developing new programs.

Use of Southwick and Associates and analyze database was very helpful.

We have received great information, both positive and negative.

We used the Take Me Fishing and National Fishing Week information.

Workshops that work with other states, general guidance on USPS mailing changes, photo library and the key messaging for the direct mail.

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**Q9: In what specific ways can RBFF improve its services to your agency?**

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Would say the services are available but [STATE AGENCY] has simply not taken advantage of them yet. I envision we will take better advantage of this partnering effort in the future. Developing advertisements targeted at ice fishing would be beneficial in recruiting anglers in the North-Central part of the country. Many anglers without a boat have better access to fishing opportunities for walleye and perch during the winter than during the open-water period. Families are looking for a way to get outside on nicer days and ice fishing should be presented as an alternative form of winter recreation. Once upon a time, 4-H had a sportfishing program similar to shooting sports but I have heard nothing about it for quite some time. [STATE AGENCY] would be interested in a national program aimed at using development of urban fisheries as the focal point for starting youth fishing clubs in urban areas. If something like this still exists, please let me know. If not, it is an area that could use some development.

Can't think of anything...worked pretty well.

Consider making more of its materials drop-in, i.e., customizable to every state....great materials produced, but 1 or 2 things on a page that we just can't use (e.g., "live bait" in [STATE])--we can't take off those parts that are relevant to us. Create paper or .pdf as a tool, and then [STATE] drop in pieces, such as the Direct Mail Program. Would be helpful to have access to images (say, lures), and if we could pick and choose and put those in our own sheets, that'd be better.

Continue to offer assistance to States with marketing resources and advice.

Continue to partner and work together...feel real good about being able to call anybody there. Perhaps increasing this availability and making sure all states feel this way would be a good deal.

Continue to provide grant money.

Could provide more evaluations on their services and provide the full reports of those evaluations. it would help me to know if they are effective and then I could say how RBFF could improve services.

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**Q9: In what specific ways can RBFF improve its services to your agency?**

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Direct Mail: Allow individual states some input on media buys in your state, they have great improved on this, but need to continue to do it more. Direct Mail: The campaign media spots don't necessarily match up with key messaging for the direct mail piece. We are offered a large number of options for the key messages, but are forced to run one radio spot and sometimes they contradict each other (the radio spot vs. the direct mail piece). Would like to be given multiple options on RBFF radio spots. We've been able to own our radio spots that fit with the direct mail piece instead.

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Filled out the paperwork required to utilize the Take Me Fishing logos & advertising materials. Including providing copies of previous uses of the old logo. Never heard anything back. Tried following up several times to figure out what was going on and got the pass around and in the end no returned calls. Finally ran out of time and went forward with our projects without the Take Me Fishing brand.

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Funding without match requirement. We'd like to see a summary of lessons learned, things gained (Best Practices) mostly in regards to the Direct Mail Campaign.

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Get in touch with the aquatic education staff, Sportfish Restoration Funds coordinator, and the boating access coordinator both of whom had never heard of RBFF before the questionnaire. The fishing and aquatic education person was at a conference and not available for comment.

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Good business measurement of these things that we are doing. We need the input of those people who responded and those who did not. The findings need to include an effort to understand why people respond to Direct Marketing and why they don't respond. The appropriateness of RBFF tools, who are the target audience for these tools, i.e. lapsed anglers- we aren't convinced there's a good understanding of what the best use of that tool is. The timeliness of the annual reports. Also, need the results analysis done quicker. They usually hold them off and do one, there's months of time that go by before we receive them.

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I think they are doing a great job.

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I'd like to see more continued effort on research/evaluation. I'd like to have video b-roll available of comparable quality to the still images. Although this may be controversial, a few quality fishing/boating related premium items with a safe/sustainable conservation message and the TakeMeFishing.org web site to be distributed by partner agencies and at shows would be extremely helpful. The Catch-a-Lot prescription bottle, message lure is an outstanding example of this. Working with the industry to create value-added incentives for various education/outreach/recruitment campaigns (e.g., lapsed anglers, or renewal incentives).

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Improve speed at which things go from submitting information to getting back reports. Better timing.

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It would be nice to actually let the states be the drivers of the all of the projects, and allow states some flexibility with projects or programs are in place, like direct mail marketing, b/c anglers don't look to RBFF as the folks that put out information, they look to the states for their information on regulations. People are going to id with more with a state agency with that sort of information. Provide more of a supporting role in helping states going toward, rather than the top down which is the feeling I get. I think that would be a great improvement.

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Looked at their site for information on access, and it wasn't terribly accurate, not sure where they got all of it. There's a collaborative effort underway to fix that. We'd like that and they'd like it too. It's be a plus to be able to coordinate a little bit more on some of that content where they need help from the state on it. It's a two way street, though, the state has to help from their end. Sometimes they probably have problems with that b/c of resource limitations.

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More direct communication with our staff about your products and services.

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**Q9: In what specific ways can RBFF improve its services to your agency?**

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Need to find other ways to contact our customers besides direct mail. use internet, social marketing.

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No, they've done everything they can do to provide assistance--unless they come up with money to help fund state positions. Great job of getting information out there and being a clearinghouse.

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Nothing specific. The development of effective tools for lapsed anglers and boaters would be good for all states, including [STATE] as a big picture, long-term approach.

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Problems with recruitment/retention, we should be focused on getting people interested in fishing. I don't know where to concentrate efforts. Would be nice to have guidance. At some point RBFF should make a concerted effort to pull states in, come to us to offer partnering, like Direct Mail campaign. Hope this is start of good relationships. Their stuff looks slick.

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Promote the use of one agency person as someone who is responsible, accountable, and is the primary artery for receiving and distributing RBFF programs. Get personal with that person.

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Southwick is used for a lot of data research, I feel that Southwick is biased towards what RBFF wants to show, but as a research agency should be less biased toward the data. strong feeling that the reports pulled slanted towards what RBFF wants to show. Looking specifically at the Angler's Legacy campaign, there could be improvement by RBFF as states don't have man power to stay connected and involved with the folks the campaign brings in. RBFF could bring stronger support towards keeping those folks signed up by the state's Anglers' Legacy as they have a greater ability and technology to keep those folks connected and involved and provided with information. maybe Fishington is intended to do this? but I am not aware of how effective that's being.

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They've been responsive to our needs, and very willing to learn from lessons learned and take them into account for future planning. If there one thing they have a challenge with--they get really busy, so we're tending to be up against close deadlines because they're very busy, and as a result, things slow a little bit. They're trying to work on it, but still an issue.

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They could work with our electronic licensing system to help lapsed anglers once the licensing history is available and we know who the anglers are.

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They provide nice professional images, but we have asked them in the past for more ethnic diversity and for more women and children in the photos and they are working on that.

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Update and upgrade the information they provide on web site in terms of opportunity in [STATE].

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Update the web site for specific state, think they are doing an excellent job.

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We'd like to participate in Direct Mail Marketing Program once we have the necessary data set.

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We are just trying to keep up with them! They really are outstanding and offer services.

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We would like for them to keep offering those grants to schools to implement fishing programs. No need to offer that training, we can do that. If they can provide grants and field trips and equipment and require them to work with agency, that would help with our mandate. Add Spanish Language content to the website, offer bicultural Marketing help to states.

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With direct mail, can provide even more direction...they kind of leave it up to states, but agencies are trying to figure out what to do.

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**Q10. Have you participated in the RBFF Direct Mail Marketing Program?**

Q10: Have you participated in the RBFF Direct Mail Marketing Program?	Yes	28
		70%
	No	12
		30%
	Total	40

**Q11. In what year did your agency initiate a Direct Mail Marketing Program?**

Q11: In what year did your agency initiate a Direct Mail Marketing Program?	2005 or before	5
		18%
	2006	1
		4%
	2007	2
		7%
	2008	18
		64%
	2009	2
		7%
Do not recall	0	
	0%	
Total	28	

Q12: How many years has your state agency been involved with RBFF on cooperative projects?	1	2
		7%
	2	10
		37%
	3	8
		30%
	5	4
		15%
	9	2
		7%
12	1	
	4%	
Total	27	

<b>Q13: Contribution to your state's Direct Mail Marketing Program?</b>	Mean(a)	Valid N	Word anchor	Rank
c. RBFF's cost-share grant.	4.00	28	A lot	1
a. RBFF's marketing workshops.	3.71	28	A lot	2
b. RBFF's direct mail toolkit.	3.67	27	A lot	3
d. RBFF staff for consultations.	3.44	27	Some	4
e. Your state's automated database (or point of sale system).	3.43	28	Some	5
f. Support from your state's agency leadership & staff.	3.36	28	Some	6
g. Your state's commitment to improved marketing.	3.29	28	Some	7

a Where 1=not at all, 2=a little, 3=some, 4=a lot, "don't know" eliminated for purposes of this analysis.

**Q13a. What contribution to your State's Direct Mail Marketing Program? RBFF's marketing workshops.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Some	8	16.0	28.6	28.6
	A lot	20	40.0	71.4	100.0
	Total	28	56.0	100.0	
Missing	System	22	44.0		
Total		50	100.0		

**Q13b. What contribution to your State's Direct Mail Marketing Program? RBFF's direct mail toolkit.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all	1	2.0	3.7	3.7
	Some	6	12.0	22.2	25.9
	A lot	20	40.0	74.1	100.0
	Total	27	54.0	100.0	
Missing	Don't know	1	2.0		
	System	22	44.0		
	Total	23	46.0		
Total		50	100.0		

**Q13c. What contribution to your State's Direct Mail Marketing Program? RBFF's cost-share grant.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A lot	28	56.0	100.0	100.0
Missing	System	22	44.0		
Total		50	100.0		

**Q13d. What contribution to your State's Direct Mail Marketing Program? RBBF staff for consultations.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A little	4	8.0	14.8	14.8
	Some	7	14.0	25.9	40.7
	A lot	16	32.0	59.3	100.0
	Total	27	54.0	100.0	
Missing	Don't know	1	2.0		
	System	22	44.0		
	Total	23	46.0		
Total		50	100.0		

**Q13e. What contribution to your State's Direct Mail Marketing Program? Your state's automated database (or point of sale system).**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all	3	6.0	10.7	10.7
	A little	3	6.0	10.7	21.4
	Some	1	2.0	3.6	25.0
	A lot	21	42.0	75.0	100.0
	Total	28	56.0	100.0	
Missing	System	22	44.0		
Total		50	100.0		

**Q13f. What contribution to your State's Direct Mail Marketing Program? Support from your state's agency leadership & staff.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A little	4	8.0	14.3	14.3
	Some	10	20.0	35.7	50.0
	A lot	14	28.0	50.0	100.0
	Total	28	56.0	100.0	
Missing	System	22	44.0		
Total		50	100.0		

**Q13g. What contribution to your State's Direct Mail Marketing Program? Your state's commitment to improved marketing.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A little	6	12.0	21.4	21.4
	Some	8	16.0	28.6	50.0
	A lot	14	28.0	50.0	100.0
	Total	28	56.0	100.0	
Missing	System	22	44.0		
Total		50	100.0		

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**Q13: Any COMMENTS about other factors and their importance?**

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Agency leadership is extremely interested in ROI, and because marketing assessment is different than a biological assessment, they don't always view the campaign as successful. If they feed medicine to a fish, you can see control/non-control. In marketing, not always able to really peg control down.

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Commitment is the thing that may not be overwhelming. Marketing is such a new thing that we'd not do any of this without RBFF's help.

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Conversations with people affect much more than our marketing campaign...help us with a lot of ways we do business. Benefits not limited to direct mail campaign only. Cost share is extremely important. Until we can show that we can break even, we won't get support to do it. We make our money back, but not the full \$50G---we spend \$35G, and get \$50 back, so we're making money.

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I think the fact that the program was all set up and they had the materials, contract, time-frame was helpful. That made it easy to do. We did have to work in terms in doing our own layout on postcards and mailing. It was a relatively easy project to do b/c it was all planned out. Re e. most of our data is paper (a little was answered) people are furiously working... working on automating that.

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Internal support from the agency personal (not just leadership) has some contribution.

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No point of sale system

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RBFF's efforts have really improved our state's ability to commit to spending time and money on these projects.

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The economy (3 negatively), the quality of low bid printers/fulfillment centers (3 negatively), data handling by Southwick Associates (3 positively), the importance of controls and measuring lift (3 positively), the survey initiative (3 positively), efforts by staff to provide reminders to keep everyone on schedule (3 positively),. PSAs and print ads have also played a role positively).

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The Toolkit and graphics that can be modified for each state's use is most effective. That one big concept doesn't fit all the states. If we were given the pieces to the creative and allowed to work with them in our own way, it would more effective.

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These are all very important to get these marketing programs off the ground, especially in [STATE] where it was key to developing a program. National message is very important; like the RBFF has a national message--really important.

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Wishes she would be able to use complementary marketing to go along with direct mail program. the funding is only for direct mail and not an accompanying email blast, for example.

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Workshops extremely intense; fast-paced, information driven workshop. Very, very helpful. Networking with the other states, one of the best things about the workshops. Extremely helpful. Find out what works or doesn't work, what is labor intensive, always looking to ROI. We can see things that work with some states that can help us with ROI.

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**Q14. Please indicate the level of confidence you have in the following two aspects of RBFF's research describing your State's Direct Mail Marketing Program.**

Q14: Your level of confidence?	Mean(a)	Valid N	Word anchor
a. Your confidence in calculation of Return on Investment (or ROI) in RBFF's research project	3.12	26	Medium
b. Your confidence in RBFF's research project's use of control groups.	3.33	27	Medium

a Where 1 =none, 2=low, 3=medium, 4=high, "don't know" eliminated for purposes of this analysis.

**Q15. Please indicate your agreement with the following 10 statements concerning the State's Direct Mail Marketing Program (Program):**

Q15: Your agreement with the following statements?	Mean(a)	Valid N	Word anchor	Rank
i. Every license that RBFF helps our state agency sell equals dollars toward conservation.	4.61	28	Strongly agree	1
e. RBFF is a valuable partner whose staff provide valuable technical experience that greatly augments the state's staff expertise.	4.36	28	Somewhat agree	2
d. The program design is sufficiently flexible to adapt to the state's needs.	4.18	28	Somewhat agree	3
g. The program is a state agency priority, and the agency commits the necessary resources annually to maintain the program and allow it to succeed.	3.89	28	Somewhat agree	4
c. The program design effectively addresses the target audience in the state.	3.68	28	Somewhat agree	5
b. The state agency has received direct economic benefit from implementation of the program in the form of increased license sales.	3.54	28	Somewhat agree	6
f. The program's return on investment or ROI has been positive when anglers have been targeted with appropriate messages or given meaningful information.	3.44	27	Neutral	7
b. Your confidence in RBFF's research project's use of control groups.	3.33	27	Neutral	8
a. Your confidence in calculation of Return on Investment (or ROI) in RBFF's research project	3.12	26	Neutral	9

Q15: Your agreement with the following statements?	Mean(a)	Valid N	Word anchor	Rank
h. The program is limited in scope; its benefits have been comparatively small due to the program's limited scope. Greater benefits will be realized as the program is expanded to include a greater proportion of the anglers in the state.	3.00	27	Neutral	10
j. The state will sustain the program, or similar efforts, in the future without RBFF financial and technical support.	2.52	27	Neutral	11
a. The state agency would have undertaken the program without the financial and technical support of RBFF.	1.54	28	Somewhat disagree	12

a Where 1=strongly disagree, 2=somewhat disagree, 3=neutral, 4=somewhat agree, 5=strongly agree, "not applicable" eliminated for purposes of this analysis.

**Q15: Do you have any comments concerning the State's Direct Mail Marketing Program?**

Q14: They need to evaluate the media buy part of it. They need to determine if it's effectively, if it's worth spending that amount of \$\$ on the program. I would suggest that they incorporate a trail with a handful of states with out the media buy and see what happens. It's hard to measure when you have radio buys, if you remove that radio buy and look solely amount of \$\$ for ROI and # of license buyers and \$\$ that comes in... Its' a good program and I think they need to keep it going. However, once you get established in and if you are doing the same type of thing, you can almost remove RBFF from the process. Their expertise comes in with the # crunching and setting that up. I think its a good idea, but I think every state is sitting back and wondering if it works or not. I'm realistic; I don't think you are going to be able to make that determination after few years. This will be our 3rd year; you could almost argue last year is the 1st. First year was limited data, 2nd was the first year we had good data. 2010 will our 3rd year. I think you are 2-3 more years before you can determine whether it's worthwhile.

Q14a and Q14b --- RBFF is improving by adding a control group. We added our own control group in Yr 1. RBFF added that later. We are really supportive of the goal of this program and we feel like it hasn't been effective yet in selling licenses. We have learned something every year; we are still optimistic about year 3, and if year 3 generates an ROI and sells licenses that is something that will make our agency sustain the program in the future. RBFF can do more to make it more effective: we were able to share at the conference: 1. do more on a national level by helping to negotiate deals that would benefit all the states, i.e. one aspect is that we have the ability to offer incentives to people who come back and buy licenses, a national deal that all sates could offer anglers to come back and buy licenses could be really effective. 2. ROI hasn't really been there, but we feel that enhanced customer segmentation strategies and consistent incentives could help boost those responses rates. Research group had some segmentation suggestions that could be explored that could be improved. Customer type and other demographics like age, income and location, license purchase patterns, (frequency of license purchase and value of license purchase). Email marketing should be explored to target customers in a more cost effective way than the direct mail program.

As a standalone program, I don't think it's as effective as if my state had a larger marketing program and RBFF pieces were a smaller component of a larger program, it would probably be more successful. as standalone - postcard and radio buy just not effective for state, which doesn't have s strong marketing component on its own.

Don't have [STATE] results from 2009

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**Q15: Do you have any comments concerning the State's Direct Mail Marketing Program?**

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Excellent support. Great creative. Not sure about the payoff in terms of increased sales. Still need to review the report carefully. Interestingly here, this is program where we basically have all the #s, we know what we spent, we know what we got back, we have hard data on that to assess, but I feel strange in terms of my ability to put that in perspective with lots of other things we do, I don't think we have an idea on the rest. Re Q14a. Scanned through the report, thinks the # crunching is all correct. ROI is a bit complex. There are hard cost associated with this, such as printing and mailing costs, but then there is also my time spent on the project, which is not included in the #s. Also there are some benefits not included in the number crunching, such as people see and hear the ads and before more familiar with our agency, who we are and what we do, so there are benefits that could come later as a result.

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Had a positive effect--hope it continues to build.

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Has shown positive financial benefits.

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Helped [STATE] get a marketing program off the ground; we wouldn't have done a lot--it guided us in the right direction--will help us learn, continue to evaluate, and change our marketing program as we go.

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I hope that we'll be able to continue to work RBFF to increase the lift for lapsed anglers who are targeted and to focus more on retaining individuals who are already in the system (keep them from becoming lapsed).

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I think it's a good start. We had to start someplace. I don't see it being the end all be all. One more of arrow in the quiver. Re Q14a. -- doesn't question the calculation (aka "number crunching") of ROI, but re: methodology, they have come around on the calculation of ROI, before they were looking at total folks who purchased license that rec'd a postcard, what they were missing and acknowledged (I give them credit) then they looked at control groups to gauge that list, give us a better, more honest determining the success or the power of this marketing program.

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In the last 2 years of the program, the ROI has been positive both years. We invested close to, with the match between RBFF and agency, \$50K and \$25K, brought in about \$160K in license dollar return (with fed match). Great ROI. Three major things that happened: 1. ROI on \$\$\$, 2. Educational value and learn how to effectively run a program like this and gave us hands on experience, and 3. It's given us a greater awareness of who our customers are that we need to have better contact with them. It needs to be recognized for every license that is sold, we also receive matching federal funds (Pittman-Robertson). That's extremely important. For us it's a sizeable.

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Overall, we've been thrilled to be a part of this program. It's been a great learning experience, unfortunately we haven't seen results the way we would have liked to, but regardless I think it was well worth the effort and there is still one year left. Re Q14a. I didn't know how to answer, the 2009 report didn't calculate ROI, but the 2008 report did. If you are asking about ROI calculation in the 2008 report, I would say "none" or "low."

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Please continue the grant money.

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Re Q15b. Think it's effective reducing churn; but not so sure about creating new licenses. Q15c. more effective in coastal areas, less effective in inland areas. Q15d. We have radio buy issues, but the post cards work great. Q15f. Not sure of the ROI because it doesn't include staff time. Q15j. I think we would maintain something but not to the same degree. It's a great program that we utilize well. Our state works well with RBFF. Their partnership with Southwick Associates has greatly helped us in [STATE].

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Really important first effort. We'd never marketed to anglers; and our intention is to keep it growing. Couldn't have done it without RBFF, and remains to be seen how we'd do it without RBFF support.

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**Q15: Do you have any comments concerning the State's Direct Mail Marketing Program?**

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The program's impact is unknown. Response rate was not much more than the control group. Agency's Administration expected more ROI. Allow more flexibility for states, allow states more choice regarding which anglers to target for the direct mail campaign.

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The results including the ROI have been a little vague and difficult for me to present to other agency staff.

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The ROI calculation. think it's an important metric but difficult to prove success like this with metrics like this. thinks it's better to look at overall trends in fishing license sales. problem with ROI is that her agency does not put priority on db is accurate and up to date. makes it problematic to calculate ROI. she's given a garbage database to work with. the program is working, and if our ROI doesn't show it, that's not important and we shouldn't hang our hat on it.

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The state program needs to be started earlier than most states due to the weather being warmer earlier in the year. the fishing season starts earlier than the campaign allows the state to start it. if the state could start the direct mail program earlier, before many of the fishing licenses are sold, I believe it could grab earlier starters and give a bigger response.

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They need to consider a national comparison that all states can see. The national data is not always shared. It was a little at the national meeting workshop in Texas, but data was preliminary. I know there are differences in each state's campaign but I feel the national overview would be useful. Tapestry may not be best indicator for state's target audience.

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This has been a learning experience. [STATE] used a control group both years, and included all costs (salary and overhead, travel, bidding, printing, soliciting possible value-added incentives, follow-up survey implementation etc.). We only compared the lift between control and treatment group for the actual licenses sold that year (no long-term residual evaluation), nor did we consider the social effects of just reaching out to customers. Consequently, to date our ROI has been minimal. With an established program, a good incentive, simple tested image/message and perhaps limiting it to one renewal notice (pre lapsing) and one lapsed angler follow up a few months later, we could improve our ROI. Research costs and having to spend time changing creative, bidding contracts, evaluating results, testing multiple messages and formats all affect the ROI negatively. So a routine marketing implementation with standardized tracking should enhance the ROI significantly.

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We appreciate it. The involvement with this lapsed angler direct mail program has been instrumental in our team taking on an initiative to do overall marketing for fishing. We put together a small group and started to do this, not to necessarily increase license sales, but also to learn about who our customers are, how to impact the increased # of anglers and licenses. As a result of what we have learned and where we are going, we are expanding to create a marketing program for this (including lapsed anglers). This program was instrumental to us establishing a marketing program that is beyond just lapsed anglers.

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We are beginning to feel the behavior changes we are seeking from lapsed anglers may not be possible with simply sending a postcard or even a letter. I would like to see more flexibility in the future in allowing states to use the program funding to develop state specific information resources on the state's sport fisheries, fishing opportunities, how to fish, where to fish, etc.

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**Q15: Do you have any comments concerning the State's Direct Mail Marketing Program?**

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We have done a hunting program, and we actually made money without a cost-share. I see us doing a hunting campaign without cost-share before we do a fishing campaign. The reason is that hunting tags are much more expensive and easier to get return on investment. However, our fisheries leadership is much more supportive than wildlife leadership, and that may be the trump card. Program is operating in a vacuum. It's hung up on the term "lapsed" as far as targeting anglers who haven't bought--who bought before and didn't buy now---it needs to be more of a casual angler approach and trying to increase avidity. If you look in the last 3 years, and look at who bought out of last 3...folks have same avidity. Person who bought last year is more likely to buy again. Campaign is hurting itself by not focusing on people who bought last year. [STATE] was second behind [STATE]...we need to focus on lapsed...let's readjust to focus on last year's buyers.

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We tried to get flashy, poor timing to do it. Really didn't work. Really haven't been able to evaluate full benefit. Some of the states have tried some things. RBFF was unable to evaluate these for some reason, but might have benefited the overall effort and trying to measure what does work and what doesn't.

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**Q17: Do you have any other comments about your agency's involvement with RBFF programs and technical expertise?**

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Would really like to be involved more heavily by having a formal aquatic and fishing education program. Without dedicated staff, it is really difficult for [STATE] to take full advantage of RBFF. RBFF does a great job. Their program has been very successful. They have met their mission. They have done a good job of providing a clearinghouse and changing with the times. We had one complaint from a radio communications company that indicated that one of the marketing companies they do business with indicated that RBFF was contemplating reducing their radio campaign products. The metro news emailed [STATE] fisheries with this concern, asking, "Can't you tell RBFF how important radio communications are in [STATE]?" The significance of radio in [STATE] is a function of a cultural, social and physical geography problem. [STATE AGENCY] has a partnership with metro news through a call-in show that has 20 minutes of early morning time every Saturday. People who don't hunt and fish listen to that network and report that they heard our fisheries biologist talking about our programs. They comment to me saying, "I didn't know you-all did that." Relatively low broad band service in the state but high listenership on radio, particularly AM radio. The largest company with the most stations in broadcasting network provides us with a lot of radio time. We get prime time news coverage for the agency on radio. This medium may not help in a lot of states, but here it is very effective. This would be the only down-side of changing some of the strategies but understand that RBFF has to make a decision. Company wanted to continue to use Take Me Fishing audio spots.

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Agency appreciate the opportunity to participate.

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Analysis needs to move to the level of sophistication. Honest results measurement (i.e. the use of responsive rate is misleading and inaccurate).

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Been a very valuable experience working with RBFF and all the free materials with that national brand that's very important. Wish there was a counterpart on the hunting side using free images and messages to market to our customers. Really important program.

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Direct mail is not that effective; I'm somewhat skeptical, but am cautiously optimistic.

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Fisheries Service should take more advantage of you products in the future. I believe [AGENCY] Education and Outreach program may be more involved your programs.

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**Q17: Do you have any other comments about your agency's involvement with RBFF programs and technical expertise?**

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[STATE AGENCY] has an interest in conducting marketing programs, but has been unable to properly fund these efforts. Existing biological staff are instead tasked with these duties in addition to their regular responsibilities.

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has been very pleased and impressed by everyone she's worked with in connection with the program. think programs are working and professional. my agency would not be able to do effective outreach without them. workshops are not only valuable for information RBFF provides but also the interaction with your peers from other states.

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Hope it continues.

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I like the ability to get the data from RBFF and/or Southwick. they have been very accommodating in that way. I like the flexibility; they've allowed us to do some pilot programs.

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I think the stuff that they have done has been very good. Sometimes we have a hard time being able to use what they have to offering b/c of our own staff constraints.

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It's been a good association and I enjoy working with the people associated with RBFF.

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Just committed to 3 years (2010-12) in the RBFF Direct Mail program. Would like them to teach me. The more we talk to each other, the more we could help each other, so we need some networking.

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[STATE] was one of the first involved in Direct Mail campaign in 2004 (before this survey period). Other than the Passport program, we have not been involved as much recently. We were on the phone this morning with RBFF and hope to fire something up for next year. The reasons for not being as involved lately are that the original direct mail program didn't seem to do a whole lot in terms of increasing license sales with lapsed anglers. The agency has been doing more since then on its own, while RBFF has been concentrating on working with other states. Particularly on the boating end, we are interested in getting back into it.

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Our contact with RBFF and our partnership has been outstanding. I would hope that RBFF would continue this partnership with the states, it's very very successful and considering the tough economic time we still have, I think the program has been extremely effective. Couldn't have come at a better time!

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overall, the involvement has been very helpful

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RBFF provides a lot of things that would be great to use, and do a great job. But they can only take you so far. On the back side of it, it's our state's inability to use all that they provide. We're not finding the time and personnel to take full advantage of it, and we don't know how to change it. Great resource, but we can't take advantage of it as much as we should.

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[STATE] realizes the importance of developing a good recruitment and retention program and is taking the steps to develop such a program. RBFF resources will certainly be used during program development and afterwards.

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They bring a lot. I'm very, very happy to be working with RBFF. They are great bunch of folks. They do a lot. They are in an inevitable position to have to herd a bunch of cats. What they are able to do is pretty remarkable.

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They have been very professional, thorough and dedicated in their effort to recruit and retain anglers and boaters, they should continue to do appropriate research, pilot tests and evaluations and help providing marketing resources to the industry and agency that will provide safe and sustainable boating and fishing opportunities and recognition of the North American Model of Wildlife Management (e.g., common resources for everyone to share in, the value of fishing licenses and dedicated excise taxes to resource management) and the importance of active nature-based recreation to creating a healthier, happier and smarter generation of Americans.

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**Q17: Do you have any other comments about your agency's involvement with RBFF programs and technical expertise?**

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Very valuable that we have group that's trying some things; by having a national effort, it makes it more cost effective to pilot project and find things that work. Otherwise, we're doing the same things over and over again, without proper evaluation.

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We cut out a lot of surveys because it was so difficult to read the third carbon copy that came back to the agency from the survey form. It just wasn't worth it without an electronic licensing system. We didn't even know names of anglers.

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**Selected Crosstabulations**  
**All appropriate variables crossed by Q5, Q6, and Q10**  
(Read percentages “down” the table)

Q2: Comparison of services used among those contacting RBFF staff on a “regular,” “occasional,” and “rare” basis (note only 1 respondent in “none” category.)		Q5: How would you describe your contact with RBFF staff?							
		Regular		Occasional		Rare		None	
a. Have you utilized Take Me Fishing/Anglers’ Legacy logos in your communications.	Yes	19	95%	10	83%	4	57%	0	0%
	No	1	5%	2	17%	3	43%	1	100%
	Don’t know	0	0%	0	0%	0	0%	0	0%
b. Have you placed Take Me Fishing/Anglers’ Legacy ads in your publications at your cost (pro bono).	Yes	14	70%	10	83%	4	57%	0	0%
	No	6	30%	2	17%	3	43%	1	100%
	Don’t know	0	0%	0	0%	0	0%	0	0%
c. Have you placed Take Me Fishing/Anglers’ Legacy ads in your publications at discounted cost.	Yes	1	5%	1	8%	1	14%	0	0%
	No	18	90%	11	92%	6	86%	1	100%
	Don’t know	1	5%	0	0%	0	0%	0	0%
d. Have you co-branded your outreach information with Take Me Fishing/Anglers’ Legacy logos.	Yes	18	90%	10	83%	3	43%	0	0%
	No	2	10%	2	17%	4	57%	1	100%
	Don’t know	0	0%	0	0%	0	0%	0	0%
e. Have you participated in marketing workshop(s) offered by RBFF.	Yes	19	95%	8	67%	2	29%	0	0%
	No	1	5%	4	33%	4	57%	1	100%
	Don’t know	0	0%	0	0%	1	14%	0	0%
f. Have you partnered in RBFF’s Anglers’ Legacy program.	Yes	16	80%	7	58%	2	29%	0	0%
	No	4	20%	5	42%	4	57%	1	100%
	Don’t know	0	0%	0	0%	1	14%	0	0%
g. Have you utilized National Fishing and Boating Week planning materials and/or hosted NFBW events.	Yes	7	35%	8	67%	3	43%	0	0%
	No	12	60%	4	33%	4	57%	1	100%
	Don’t know	1	5%	0	0%	0	0%	0	0%
h. Have you incorporated RBFF Best Practices in Aquatic Education into your own programs.	Yes	14	70%	4	33%	2	29%	0	0%
	No	5	25%	5	42%	4	57%	1	100%
	Don’t know	1	5%	3	25%	1	14%	0	0%
i. Have you hosted Passport to Boating and Fishing education sessions.	Yes	5	25%	2	17%	0	0%	0	0%
	No	11	55%	9	75%	6	86%	1	100%
	Don’t know	4	20%	1	8%	1	14%	0	0%

Q2: Comparison of services used among those contacting RBFF staff on a “regular,” “occasional,” and “rare” basis (note only 1 respondent in “none” category.)		Q5: How would you describe your contact with RBFF staff?							
		Regular		Occasional		Rare		None	
j. Have you used Reel Lines and other RBFF information as part of your staff training.	Yes	0	0%	1	8%	1	14%	0	0%
	No	16	80%	10	83%	5	71%	1	100%
	Don't know	4	20%	1	8%	1	14%	0	0%
k. Have you provided links to RBFF on your website.	Yes	17	85%	8	67%	0	0%	0	0%
	No	3	15%	2	17%	5	71%	1	100%
	Don't know	0	0%	2	17%	2	29%	0	0%
l. Have you provided content to RBFF-hosted website (s)	Yes	18	95%	7	58%	2	29%	0	0%
	No	1	5%	4	33%	4	57%	1	100%
	Don't know	0	0%	1	8%	1	14%	0	0%

Q2: Comparison of services used among those describing the value of RBFF staff assistance to various degrees (not only 1 respondent for “not valuable”).		Q6: How would you describe RBFF staff assistance?							
		Not valuable		Somewhat valuable		Very valuable		Unable to rate	
a. Have you utilized Take Me Fishing/Anglers' Legacy logos in your communications.	Yes	0	0%	4	80%	28	97%	1	25%
	No	1	100%	1	20%	1	3%	3	75%
	Don't know	0	0%	0	0%	0	0%	0	0%
b. Have you placed Take Me Fishing/Anglers' Legacy ads in your publications at your cost (pro bono).	Yes	0	0%	4	80%	23	79%	1	25%
	No	1	100%	1	20%	6	21%	3	75%
	Don't know	0	0%	0	0%	0	0%	0	0%
c. Have you placed Take Me Fishing/Anglers' Legacy ads in your publications at discounted cost.	Yes	0	0%	0	0%	3	10%	0	0%
	No	1	100%	5	100%	25	86%	4	100%
	Don't know	0	0%	0	0%	1	3%	0	0%
d. Have you co-branded your outreach information with Take Me Fishing/Anglers' Legacy logos.	Yes	0	0%	3	60%	27	93%	1	25%
	No	1	100%	2	40%	2	7%	3	75%
	Don't know	0	0%	0	0%	0	0%	0	0%
e. Have you participated in marketing workshop(s) offered by RBFF.	Yes	0	0%	2	40%	26	90%	1	25%
	No	1	100%	3	60%	2	7%	3	75%
	Don't know	0	0%	0	0%	1	3%	0	0%

Q2: Comparison of services used among those describing the value of RBFF staff assistance to various degrees (not only 1 respondent for “not valuable”).		Q6: How would you describe RBFF staff assistance?							
		Not valuable		Somewhat valuable		Very valuable		Unable to rate	
f. Have you partnered in RBFF’s Anglers’ Legacy program.	Yes	0	0%	2	40%	23	79%	0	0%
	No	1	100%	3	60%	5	17%	4	100%
	Don’t know	0	0%	0	0%	1	3%	0	0%
g. Have you utilized National Fishing and Boating Week planning materials and/or hosted NFBW events.	Yes	0	0%	4	80%	13	45%	1	25%
	No	1	100%	1	20%	15	52%	3	75%
	Don’t know	0	0%	0	0%	1	3%	0	0%
h. Have you incorporated RBFF Best Practices in Aquatic Education into your own programs.	Yes	1	100%	1	20%	18	62%	0	0%
	No	0	0%	2	40%	8	28%	4	100%
	Don’t know	0	0%	2	40%	3	10%	0	0%
i. Have you hosted Passport to Boating and Fishing education sessions.	Yes	0	0%	0	0%	6	21%	1	25%
	No	1	100%	4	80%	18	62%	3	75%
	Don’t know	0	0%	1	20%	5	17%	0	0%
j. Have you used Reel Lines and other RBFF information as part of your staff training.	Yes	0	0%	0	0%	1	3%	1	25%
	No	1	100%	4	80%	23	79%	3	75%
	Don’t know	0	0%	1	20%	5	17%	0	0%
k. Have you provided links to RBFF on your website.	Yes	0	0%	1	20%	23	79%	1	25%
	No	1	100%	3	60%	5	17%	1	25%
	Don’t know	0	0%	1	20%	1	3%	2	50%
l. Have you provided content to RBFF-hosted website (s)	Yes	1	100%	2	40%	24	86%	0	0%
	No	0	0%	3	60%	3	11%	3	75%
	Don’t know	0	0%	0	0%	1	4%	1	25%

Q2: Comparison of services used between those participating in RBFF's Direct Mail Marketing Program and those that did not.		Q10: Have you participated in the RBFF Direct Mail Marketing Program?			
		Yes		No	
a. Have you utilized Take Me Fishing/Anglers' Legacy logos in your communications.	Yes	27	96%	6	50%
	No	1	4%	6	50%
	Don't know	0	0%	0	0%
b. Have you placed Take Me Fishing/Anglers' Legacy ads in your publications at your cost (pro bono).	Yes	21	75%	7	58%
	No	7	25%	5	42%
	Don't know	0	0%	0	0%
c. Have you placed Take Me Fishing/Anglers' Legacy ads in your publications at discounted cost.	Yes	3	11%	0	0%
	No	24	86%	12	100%
	Don't know	1	4%	0	0%
d. Have you co-branded your outreach information with Take Me Fishing/Anglers' Legacy logos.	Yes	25	89%	6	50%
	No	3	11%	6	50%
	Don't know	0	0%	0	0%
e. Have you participated in marketing workshop(s) offered by RBFF.	Yes	27	96%	2	17%
	No	1	4%	9	75%
	Don't know	0	0%	1	8%
f. Have you partnered in RBFF's Anglers' Legacy program.	Yes	23	82%	2	17%
	No	5	18%	9	75%
	Don't know	0	0%	1	8%
g. Have you utilized National Fishing and Boating Week planning materials and/or hosted NFBW events.	Yes	12	43%	6	50%
	No	15	54%	6	50%
	Don't know	1	4%	0	0%
h. Have you incorporated RBFF Best Practices in Aquatic Education into your own programs.	Yes	18	64%	2	17%
	No	7	25%	8	67%
	Don't know	3	11%	2	17%
i. Have you hosted Passport to Boating and Fishing education sessions.	Yes	6	21%	1	8%
	No	17	61%	10	83%
	Don't know	5	18%	1	8%
j. Have you used Reel Lines and other RBFF information as part of your staff training.	Yes	0	0%	2	17%
	No	23	82%	9	75%
	Don't know	5	18%	1	8%
k. Have you provided links to RBFF on your website.	Yes	21	75%	4	33%
	No	6	21%	5	42%
	Don't know	1	4%	3	25%
l. Have you provided content to RBFF-hosted website (s)	Yes	23	85%	4	33%
	No	3	11%	7	58%
	Don't know	1	4%	1	8%

Q4: How would you rate RBFF's cooperative involvement with your Agency in terms of:		Q5: How would you describe your contact with RBFF staff?					
		Regular		Occasional		Rare	
a. Rate RBFF's help in assisting your agency mandate.	Very ineffective	0	0%	1	10%	1	14%
	Somewhat ineffective	0	0%	0	0%	1	14%
	Neutral	1	5%	1	10%	3	43%
	Somewhat effective	13	68%	7	70%	2	29%
	Very effective	5	26%	1	10%	0	0%
b. Rate RBFF's help in recruiting/retaining more fishermen in your state.	Very ineffective	0	0%	1	8%	0	0%
	Somewhat ineffective	0	0%	1	8%	1	20%
	Neutral	5	25%	2	17%	2	40%
	Somewhat effective	11	55%	6	50%	2	40%
	Very effective	4	20%	2	17%	0	0%
c. Rate RBFF's help in recruiting/training more boaters in your state.	Very ineffective	0	0%	1	20%	1	20%
	Somewhat ineffective	0	0%	1	20%	1	20%
	Neutral	10	91%	1	20%	3	60%
	Somewhat effective	0	0%	2	40%	0	0%
	Very effective	1	9%	0	0%	0	0%
d. Rate RBFF's help in selling more fishing licenses.	Very ineffective	0	0%	1	9%	1	20%
	Somewhat ineffective	0	0%	2	18%	0	0%
	Neutral	3	16%	1	9%	3	60%
	Somewhat effective	12	63%	5	45%	1	20%
	Very effective	4	21%	2	18%	0	0%

Q4: How would you rate RBFF's cooperative involvement with your Agency in terms of:		Q5: How would you describe your contact with RBFF staff?					
		Regular		Occasional		Rare	
e. Rate RBFF's help in registering more boats.	Very ineffective	0	0%	1	50%	2	40%
	Somewhat ineffective	0	0%	0	0%	0	0%
	Neutral	9	90%	1	50%	3	60%
	Somewhat effective	1	10%	0	0%	0	0%
	Very effective	0	0%	0	0%	0	0%
f. Rate RBFF's help in educating users on where to fish & boat in your state.	Very ineffective	1	6%	1	11%	1	25%
	Somewhat ineffective	3	17%	0	0%	1	25%
	Neutral	2	11%	4	44%	2	50%
	Somewhat effective	10	56%	4	44%	0	0%
	Very effective	2	11%	0	0%	0	0%
g. Rate RBFF's help in improving your public image.	Very ineffective	0	0%	0	0%	1	17%
	Somewhat ineffective	0	0%	0	0%	0	0%
	Neutral	8	40%	6	55%	3	50%
	Somewhat effective	7	35%	4	36%	1	17%
	Very effective	5	25%	1	9%	1	17%

Q4: How would you rate RBFF's cooperative involvement with your Agency in terms of:		Q6: How would you describe RBFF staff assistance?							
		Not valuable		Somewhat valuable		Very valuable		Unable to rate	
a. Rate RBFF's help in assisting your agency mandate.	Very ineffective	1	100%	1	25%	0	0%	0	0%
	Somewhat ineffective	0	0%	0	0%	0	0%	1	25%
	Neutral	0	0%	1	25%	2	7%	2	50%
	Somewhat effective	0	0%	2	50%	19	70%	1	25%
	Very effective	0	0%	0	0%	6	22%	0	0%

Q4: How would you rate RBFF's cooperative involvement with your Agency in terms of:		Q6: How would you describe RBFF staff assistance?							
		Not valuable		Somewhat valuable		Very valuable		Unable to rate	
b. Rate RBFF's help in recruiting/retaining more fishermen in your state.	Very ineffective	0	0%	1	20%	0	0%	0	0%
	Somewhat ineffective	1	100%	1	20%	0	0%	0	0%
	Neutral	0	0%	0	0%	6	21%	3	100%
	Somewhat effective	0	0%	3	60%	16	57%	0	0%
	Very effective	0	0%	0	0%	6	21%	0	0%
c. Rate RBFF's help in recruiting/training more boaters in your state.	Very ineffective	0	0%	1	25%	1	7%	0	0%
	Somewhat ineffective	1	100%	1	25%	0	0%	0	0%
	Neutral	0	0%	1	25%	11	79%	2	100%
	Somewhat effective	0	0%	1	25%	1	7%	0	0%
	Very effective	0	0%	0	0%	1	7%	0	0%
d. Rate RBFF's help in selling more fishing licenses.	Very ineffective	1	100%	1	20%	0	0%	0	0%
	Somewhat ineffective	0	0%	2	40%	0	0%	0	0%
	Neutral	0	0%	0	0%	4	15%	3	100%
	Somewhat effective	0	0%	2	40%	16	62%	0	0%
	Very effective	0	0%	0	0%	6	23%	0	0%
e. Rate RBFF's help in registering more boats.	Very ineffective	1	100%	1	50%	1	8%	0	0%
	Somewhat ineffective	0	0%	0	0%	0	0%	0	0%
	Neutral	0	0%	1	50%	10	83%	2	100%
	Somewhat effective	0	0%	0	0%	1	8%	0	0%
	Very effective	0	0%	0	0%	0	0%	0	0%
f. Rate RBFF's help in educating users on where to fish & boat in your state.	Very ineffective	1	100%	0	0%	2	9%	0	0%
	Somewhat ineffective	0	0%	1	25%	3	13%	0	0%
	Neutral	0	0%	2	50%	3	13%	3	100%
	Somewhat effective	0	0%	1	25%	13	57%	0	0%
	Very effective	0	0%	0	0%	2	9%	0	0%

Q4: How would you rate RBFF's cooperative involvement with your Agency in terms of:		Q6: How would you describe RBFF staff assistance?							
		Not valuable		Somewhat valuable		Very valuable		Unable to rate	
g. Rate RBFF's help in improving your public image.	Very ineffective	1	100%	0	0%	0	0%	0	0%
	Somewhat ineffective	0	0%	0	0%	0	0%	0	0%
	Neutral	0	0%	4	80%	10	36%	3	100%
	Somewhat effective	0	0%	1	20%	11	39%	0	0%
	Very effective	0	0%	0	0%	7	25%	0	0%

Q4: How would you rate RBFF's cooperative involvement with your Agency in terms of:		Q10. Have you participated in the RBFF Direct Mail Marketing Program?			
		Yes		No	
a. Rate RBFF's help in assisting your agency mandate.	Very ineffective	0	0%	2	18%
	Somewhat ineffective	0	0%	1	9%
	Neutral	2	8%	3	27%
	Somewhat effective	17	68%	5	45%
	Very effective	6	24%	0	0%
b. Rate RBFF's help in recruiting/retaining more fishermen in your state.	Very ineffective	0	0%	1	11%
	Somewhat ineffective	1	4%	1	11%
	Neutral	5	18%	4	44%
	Somewhat effective	17	61%	2	22%
	Very effective	5	18%	1	11%
c. Rate RBFF's help in recruiting/training more boaters in your state.	Very ineffective	1	8%	1	13%
	Somewhat ineffective	1	8%	1	13%
	Neutral	10	77%	4	50%
	Somewhat effective	0	0%	2	25%
	Very effective	1	8%	0	0%
d. Rate RBFF's help in selling more fishing licenses.	Very ineffective	0	0%	2	25%
	Somewhat ineffective	2	7%	0	0%
	Neutral	4	15%	3	38%
	Somewhat effective	16	59%	2	25%
	Very effective	5	19%	1	13%
e. Rate RBFF's help in registering more boats.	Very ineffective	1	9%	2	33%
	Somewhat ineffective	0	0%	0	0%
	Neutral	9	82%	4	67%
	Somewhat effective	1	9%	0	0%
	Very effective	0	0%	0	0%

Q4: How would you rate RBFF's cooperative involvement with your Agency in terms of:		Q10. Have you participated in the RBFF Direct Mail Marketing Program?			
		Yes		No	
f. Rate RBFF's help in educating users on where to fish & boat in your state.	Very ineffective	2	9%	1	11%
	Somewhat ineffective	3	14%	1	11%
	Neutral	4	18%	4	44%
	Somewhat effective	11	50%	3	33%
	Very effective	2	9%	0	0%
g. Rate RBFF's help in improving your public image.	Very ineffective	0	0%	1	10%
	Somewhat ineffective	0	0%	0	0%
	Neutral	11	41%	6	60%
	Somewhat effective	11	41%	1	10%
	Very effective	5	19%	2	20%

Questions 13, 14, & 15 include only Respondents who indicated they had participated in the Direct Mail Marketing Program, and thus, hereon, Q10 is eliminated as a crosstab (independent) variable.

Q13: To what degree does each of the following contribute to your State's Direct Mail Marketing Program?		Q5: How would you describe your contact with RBFF staff?							
		Regular		Occasional		Rare		None	
a. RBFF's marketing workshops.	Not at all	0	0%	0	0%	0	0%	0	0%
	A little	0	0%	0	0%	0	0%	0	0%
	Some	6	30%	2	29%	0	0%	0	0%
	A lot	14	70%	5	71%	1	100%	0	0%
b. RBFF's direct mail toolkit.	Not at all	1	5%	0	0%	0	0%	0	0%
	A little	0	0%	0	0%	0	0%	0	0%
	Some	4	20%	2	29%	0	0%	0	0%
	A lot	15	75%	5	71%	0	0%	0	0%
c. RBFF's cost-share grant.	Not at all	0	0%	0	0%	0	0%	0	0%
	A little	0	0%	0	0%	0	0%	0	0%
	Some	0	0%	0	0%	0	0%	0	0%
	A lot	20	100%	7	100%	1	100%	0	0%
d. RBFF staff for consultations.	Not at all	0	0%	0	0%	0	0%	0	0%
	A little	3	15%	1	17%	0	0%	0	0%
	Some	6	30%	1	17%	0	0%	0	0%
	A lot	11	55%	4	67%	1	100%	0	0%
e. Your state's automated database (or point of sale system).	Not at all	2	10%	1	14%	0	0%	0	0%
	A little	2	10%	1	14%	0	0%	0	0%
	Some	0	0%	1	14%	0	0%	0	0%
	A lot	16	80%	4	57%	1	100%	0	0%
f. Support from your state's agency leadership & staff.	Not at all	0	0%	0	0%	0	0%	0	0%
	A little	3	15%	1	14%	0	0%	0	0%
	Some	6	30%	3	43%	1	100%	0	0%
	A lot	11	55%	3	43%	0	0%	0	0%
g. Your state's commitment to improved marketing.	Not at all	0	0%	0	0%	0	0%	0	0%
	A little	3	15%	2	29%	1	100%	0	0%
	Some	5	25%	3	43%	0	0%	0	0%
	A lot	12	60%	2	29%	0	0%	0	0%

Q13: To what degree does each of the following contribute to your State's Direct Mail Marketing Program?		Q6: How would you describe RBFF staff assistance?							
		Not valuable		Somewhat valuable		Very valuable		Unable to rate	
a. RBFF's marketing workshops.	Not at all	0	0%	0	0%	0	0%	0	0%
	A little	0	0%	0	0%	0	0%	0	0%
	Some	0	0%	1	50%	7	27%	0	0%
	A lot	0	0%	1	50%	19	73%	0	0%
b. RBFF's direct mail toolkit.	Not at all	0	0%	0	0%	1	4%	0	0%
	A little	0	0%	0	0%	0	0%	0	0%
	Some	0	0%	1	50%	5	20%	0	0%
	A lot	0	0%	1	50%	19	76%	0	0%
c. RBFF's cost-share grant.	Not at all	0	0%	0	0%	0	0%	0	0%
	A little	0	0%	0	0%	0	0%	0	0%
	Some	0	0%	0	0%	0	0%	0	0%
	A lot	0	0%	2	100%	26	100%	0	0%
d. RBFF staff for consultations.	Not at all	0	0%	0	0%	0	0%	0	0%
	A little	0	0%	1	50%	3	12%	0	0%
	Some	0	0%	0	0%	7	28%	0	0%
	A lot	0	0%	1	50%	15	60%	0	0%
e. Your state's automated database (or point of sale system).	Not at all	0	0%	0	0%	3	12%	0	0%
	A little	0	0%	0	0%	3	12%	0	0%
	Some	0	0%	1	50%	0	0%	0	0%
	A lot	0	0%	1	50%	20	77%	0	0%
f. Support from your state's agency leadership & staff.	Not at all	0	0%	0	0%	0	0%	0	0%
	A little	0	0%	1	50%	3	12%	0	0%
	Some	0	0%	1	50%	9	35%	0	0%
	A lot	0	0%	0	0%	14	54%	0	0%
g. Your state's commitment to improved marketing.	Not at all	0	0%	0	0%	0	0%	0	0%
	A little	0	0%	2	100%	4	15%	0	0%
	Some	0	0%	0	0%	8	31%	0	0%
	A lot	0	0%	0	0%	14	54%	0	0%

Q14: Please indicate the level of confidence you have in the following two aspects of RBFF's research describing your State's Direct Mail Marketing Program.		Q5: How would you describe your contact with RBFF staff?							
		Regular		Occasional		Rare		None	
a. Your confidence in calculation of Return on Investment (or ROI) in RBFF's research project	None	0	0%	0	0%	0	0%	0	0%
	Low	6	32%	1	17%	0	0%	0	0%
	Medium	7	37%	2	33%	0	0%	0	0%
	High	6	32%	3	50%	1	100%	0	0%
b. Your confidence in RBFF's research project's use of control groups.	None	0	0%	0	0%	0	0%	0	0%
	Low	3	16%	0	0%	0	0%	0	0%
	Medium	10	53%	2	29%	0	0%	0	0%
	High	6	32%	5	71%	1	100%	0	0%

Q14: Please indicate the level of confidence you have in the following two aspects of RBFF's research describing your State's Direct Mail Marketing Program.		Q6: How would you describe RBFF staff assistance?							
		Not valuable		Somewhat valuable		Very valuable		Unable to rate	
a. Your confidence in calculation of Return on Investment (or ROI) in RBFF's research project	None	0	0%	0	0%	0	0%	0	0%
	Low	0	0%	1	50%	6	25%	0	0%
	Medium	0	0%	0	0%	9	38%	0	0%
	High	0	0%	1	50%	9	38%	0	0%
b. Your confidence in RBFF's research project's use of control groups.	None	0	0%	0	0%	0	0%	0	0%
	Low	0	0%	0	0%	3	12%	0	0%
	Medium	0	0%	1	50%	11	44%	0	0%
	High	0	0%	1	50%	11	44%	0	0%

**Q15 Please indicate your agreement with the following 10 statements concerning the State's Direct Mail Marketing Program (Program) by Q5: How would you describe your contact with RBFF staff?**

		Q5: How would you describe your contact with RBFF staff?							
		Regular		Occasional		Rare		None	
a. The state agency would have undertaken the program without the financial and technical support of RBFF.	Strongly disagree	12	60%	4	57%	1	100%	0	0%
	Somewhat disagree	5	25%	3	43%	0	0%	0	0%
	Neutral	2	10%	0	0%	0	0%	0	0%
	Somewhat agree	1	5%	0	0%	0	0%	0	0%
b. The state agency has received direct economic benefit from implementation of the program in the form of increased license sales.	Strongly disagree	1	8%	2	33%	0	0%	0	0%
	Somewhat disagree	1	8%	0	0%	1	100%	0	0%
	Neutral	7	54%	1	17%	0	0%	0	0%
	Somewhat agree	4	31%	3	50%	0	0%	0	0%
c. The program design effectively addresses the target audience in the state.	Strongly disagree	0	0%	0	0%	0	0%	0	0%
	Somewhat disagree	3	18%	1	20%	0	0%	0	0%
	Neutral	3	18%	2	40%	1	100%	0	0%
	Somewhat agree	11	65%	2	40%	0	0%	0	0%
d. The program design is sufficiently flexible to adapt to the state's needs.	Strongly disagree	0	0%	0	0%	0	0%	0	0%
	Somewhat disagree	2	18%	1	33%	0	0%	0	0%
	Neutral	1	9%	0	0%	1	100%	0	0%
	Somewhat agree	8	73%	2	67%	0	0%	0	0%
e. RBFF is a valuable partner whose staff provide valuable technical experience that greatly augments the state's staff expertise.	Strongly disagree	0	0%	0	0%	0	0%	0	0%
	Somewhat disagree	0	0%	0	0%	0	0%	0	0%
	Neutral	2	22%	2	50%	0	0%	0	0%
	Somewhat agree	7	78%	2	50%	1	100%	0	0%
f. The program's return on investment or ROI has been positive when anglers have been targeted with appropriate messages or given meaningful information.	Strongly disagree	0	0%	0	0%	0	0%	0	0%
	Somewhat disagree	5	31%	1	20%	1	100%	0	0%
	Neutral	3	19%	3	60%	0	0%	0	0%
	Somewhat agree	8	50%	1	20%	0	0%	0	0%
g. The program is a state agency priority, and the agency commits the necessary resources annually to maintain the program and allow it to succeed.	Strongly disagree	1	10%	1	20%	0	0%	0	0%
	Somewhat disagree	0	0%	1	20%	0	0%	0	0%
	Neutral	5	50%	1	20%	1	100%	0	0%
	Somewhat agree	4	40%	2	40%	0	0%	0	0%
h. The program is limited in scope; its benefits have been comparatively small due to the program's limited scope. Greater benefits will be realized as the program is expanded to include a greater proportion of the anglers in the state.	Strongly disagree	2	13%	2	33%	0	0%	0	0%
	Somewhat disagree	6	38%	1	17%	0	0%	0	0%
	Neutral	2	13%	2	33%	1	100%	0	0%
	Somewhat agree	6	38%	1	17%	0	0%	0	0%
i. Every license that RBFF helps our state agency sell equals dollars toward conservation.	Strongly disagree	0	0%	0	0%	0	0%	0	0%
	Somewhat disagree	0	0%	0	0%	0	0%	0	0%
	Neutral	0	0%	1	33%	0	0%	0	0%
	Somewhat agree	7	100%	2	67%	0	0%	0	0%
j. The state will sustain the program, or similar efforts, in the future without RBFF financial and technical support.	Strongly disagree	3	17%	3	50%	0	0%	0	0%
	Somewhat disagree	8	44%	2	33%	0	0%	0	0%
	Neutral	3	17%	0	0%	1	100%	0	0%
	Somewhat agree	4	22%	1	17%	0	0%	0	0%

**Q15 Please indicate your agreement with the following 10 statements concerning the State's Direct Mail Marketing Program (Program) by Q6: How would you describe RBFF staff assistance?**

		Q6: How would you describe RBFF staff assistance?							
		Not valuable		Somewhat valuable		Very valuable		Unable to rate	
a. The state agency would have undertaken the program without the financial and technical support of RBFF.	Strongly disagree	0	0%	1	50%	16	62%	0	0%
	Somewhat disagree	0	0%	1	50%	7	27%	0	0%
	Neutral	0	0%	0	0%	2	8%	0	0%
	Somewhat agree	0	0%	0	0%	1	4%	0	0%
b. The state agency has received direct economic benefit from implementation of the program in the form of increased license sales.	Strongly disagree	0	0%	2	100%	1	6%	0	0%
	Somewhat disagree	0	0%	0	0%	2	11%	0	0%
	Neutral	0	0%	0	0%	8	44%	0	0%
	Somewhat agree	0	0%	0	0%	7	39%	0	0%
c. The program design effectively addresses the target audience in the state.	Strongly disagree	0	0%	0	0%	0	0%	0	0%
	Somewhat disagree	0	0%	0	0%	4	19%	0	0%
	Neutral	0	0%	2	100%	4	19%	0	0%
	Somewhat agree	0	0%	0	0%	13	62%	0	0%
d. The program design is sufficiently flexible to adapt to the state's needs.	Strongly disagree	0	0%	0	0%	0	0%	0	0%
	Somewhat disagree	0	0%	0	0%	3	23%	0	0%
	Neutral	0	0%	0	0%	2	15%	0	0%
	Somewhat agree	0	0%	2	100%	8	62%	0	0%
e. RBFF is a valuable partner whose staff provide valuable technical experience that greatly augments the state's staff expertise.	Strongly disagree	0	0%	0	0%	0	0%	0	0%
	Somewhat disagree	0	0%	0	0%	0	0%	0	0%
	Neutral	0	0%	1	50%	3	25%	0	0%
	Somewhat agree	0	0%	1	50%	9	75%	0	0%
f. The program's return on investment or ROI has been positive when anglers have been targeted with appropriate messages or given meaningful information.	Strongly disagree	0	0%	0	0%	0	0%	0	0%
	Somewhat disagree	0	0%	0	0%	7	33%	0	0%
	Neutral	0	0%	1	100%	5	24%	0	0%
	Somewhat agree	0	0%	0	0%	9	43%	0	0%
g. The program is a state agency priority, and the agency commits the necessary resources annually to maintain the program and allow it to succeed.	Strongly disagree	0	0%	1	50%	1	7%	0	0%
	Somewhat disagree	0	0%	0	0%	1	7%	0	0%
	Neutral	0	0%	0	0%	7	50%	0	0%
	Somewhat agree	0	0%	1	50%	5	36%	0	0%
h. The program is limited in scope; its benefits have been comparatively small due to the program's limited scope. Greater benefits will be realized as the program is expanded to include a greater proportion of the anglers in the state.	Strongly disagree	0	0%	0	0%	4	18%	0	0%
	Somewhat disagree	0	0%	0	0%	7	32%	0	0%
	Neutral	0	0%	1	100%	4	18%	0	0%
	Somewhat agree	0	0%	0	0%	7	32%	0	0%
i. Every license that RBFF helps our state agency sell equals dollars toward conservation.	Strongly disagree	0	0%	0	0%	0	0%	0	0%
	Somewhat disagree	0	0%	0	0%	0	0%	0	0%
	Neutral	0	0%	0	0%	1	11%	0	0%
	Somewhat agree	0	0%	1	100%	8	89%	0	0%
j. The state will sustain the program, or similar efforts, in the future without RBFF financial and technical support.	Strongly disagree	0	0%	0	0%	6	25%	0	0%
	Somewhat disagree	0	0%	1	100%	9	38%	0	0%
	Neutral	0	0%	0	0%	4	17%	0	0%
	Somewhat agree	0	0%	0	0%	5	21%	0	0%

# ADDENDUM

## Addendum A. RBFF Board Response to SFBPC, June 21, 2010



June 21, 2010

Mr. Thomas J. Dammrich  
Chairman  
Sport Fishing and Boating Partnership Council  
C/o National Marine Manufacturers Association  
231 S. LaSalle Street, Suite 2050  
Chicago, IL 60604

Dear Thom,

On behalf of the Recreational Boating & Fishing Foundation's (RBFF) Board of Directors, thank you for giving us the opportunity to provide feedback on the Sport Fishing and Boating Partnership Council's (SFBPC) assessment of RBFF's activities from 2007 to 2009.

RBFF understands the spirit in which the assessment is intended; to assist RBFF to be even more successful going forward. Furthermore, we are encouraged that the recommendations closely reflect the strategies and tactics identified by our stakeholders and approved by our board of directors in our strategic planning which took place in October 2009.

The RBFF board and staff have carefully reviewed the assessment and in this document provide a status report of efforts underway or efforts that will be undertaken to achieve the 11 recommendations provided by the SFBPC.

**Recommendation 1:** *RBFF, AFWA, FWS and SFBPC 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 FWS and SFBPC, and should be revisited by the parties on a regular basis.*

Paramount to all 11 recommendations is the assessment's first – that RBFF, AFWA, FWS and the SFBPC should work together to identify a mutually agreed-upon set of performance measures by the end of 2010. We wholeheartedly agree and look forward to working with the parties to complete that task by December 2010.

**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.*

RBFF's three-year strategic plan developed in October 2009, calls for us to continue to work collaboratively with state natural resource agencies to increase boat registrations. We completed a successful pilot program in Oregon in early 2009 and are expanding the pilot to include up to four additional states in 2010. Our goal is to design and implement a successful boat registration marketing program that can be implemented nationwide. By doing so, we expect to see significant increases in registrations and overall boating participation in 2011.

**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.*

Per the SFBPC's recommendation, we will publish a biennial set of learnings based on project results and state workshops that can be shared with the full community of RBFF stakeholders by June 2011.

**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.*

As a result of our October 2009 strategic planning, RBFF is in the process of writing requirements for a new stakeholder database including a customer relationship management system, which will help us to assess our performance relative to specific stakeholder interests and enable us to measure and report our progress. Additionally, RBFF will conduct market research to establish a "market core" of key stakeholders to improve our database and track product usage and satisfaction. The process and implementation of the new database will be reported to the SFBPC quarterly.

**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 to provide a "state of the states" report to SFBPC biennially.*

As part of our State Agency Engagement Initiative developed during our October 2009 strategic planning session, we will work with each state to assess RBFF's ongoing partnership with them, track product usage and satisfaction and determine how RBFF can best support the states' efforts to promote boating and fishing. Additionally, RBFF looks forward to providing a "state of the states" report to the SFBPC biennially. RBFF intends to publish its first report by June 2011.

**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.*

RBFF's Non-Governmental Income Initiative will help us raise corporate sponsorship dollars to further support our products and programs. The revenue generated from that initiative coupled with the in-kind contributions that are growing annually will enable us to raise a generous non-federal match to the SFR funds. We will formally track and report our efforts to the SFBPC on a quarterly basis.

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

RBFF produces a joint participation study with the Outdoor Foundation annually. Per our October 2009 strategic planning and in collaboration with its various stakeholder task forces, RBFF plans to produce research this year about market segmentation, the consumer mindset about boat purchases, social media trends and an industry audit of digital technology usage. Going forward RBFF will continue to collaborate with stakeholders and its board of directors to develop a Future Research Agenda and will report on the process of addressing the agenda annually to the SFBPC and the FWS.

**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, TMF.org links to the information. Where such information is lacking, RBFF helps create it.*

RBFF began its boating and fishing access efforts in the fall of 2008 to improve the integrity of the data on TakeMeFishing.org. The project was rolled out to state partners in mid-2009. As of this writing, RBFF is working with 32 states (with a goal of 50) to share their access data for integration into TakeMeFishing.org. In return for participating in the project, RBFF provides state partners access to this database to allow them to maintain data and to export it for their own use. RBFF also offers the use of an embeddable version of the TakeMeFishing.org Hotspots Map for use on state partners' websites.

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

RBFF will fortify existing relationships with appropriate partners and develop new ones to produce and maintain "how-to" sections of TakeMeFishing.org and to enhance the conservation and stewardship pages. Currently, RBFF is working with the International Game Fish Association (IGFA) to correct and expand fishing data within the Species Explorer tool available on TakeMeFishing.org. IGFA is also fine-tuning and expanding the "how-to" sections by suggesting bait, lures and other methods for catching various species. In June 2010, RBFF launched a more robust conservation landing page with dynamic stewardship content that will be reviewed and improved on an on-going basis by RBFF's Conservation Task Force.

**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.*

Per RBFF's grant agreements with this year's sub-recipients, they will be required to evaluate their programs using RBFF's Guide to Program Evaluation as a model for determining the short- and long-term impact of their programs. RBFF will distribute results to partners and stakeholders and will ask grantees to initiate appropriate changes to their programs. We will report on this on a quarterly basis.

**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.*

During our strategic planning process in October 2009, RBFF formed a Conservation Task Force. This task force will develop a Conservation Roundtable consisting of representatives from state and federal agencies, the Aquatic Resources Education Association (AREA) and conservation organizations to advise on content and messaging for RBFF's website and outreach.

RBFF's board of directors and staff look forward to implementing the SFBPC's recommendations and to working closely with our stakeholders to increase participation in boating and fishing and to continue making the public aware of the need to protect America's precious waterways.

Sincerely,

A handwritten signature in black ink that reads "Kenneth S. Hammond". The signature is written in a cursive style with a long horizontal flourish at the end.

Kenneth Hammond  
RBFF Chairman of the Board

Cc: SFBPC Members  
RBFF Board of Directors  
Frank Peterson  
Elizabeth Stevens  
Bruce Decker  
Brian Bohnsack



PHOTO: TAKE ME FISHING







**SPORT FISHING & BOATING**  
PARTNERSHIP COUNCIL

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