Recruit | Retain | Reactivate

STRATEGIC PLAN

Increasing participation in Hunting, Fishing, Trapping, Boating, Recreational Shooting and other Wildlife-Related Activities

KENTUCKY DEPT. OF FISH & WILDLIFE RESOURCES

EDITION 2

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ACKNOWLEDGMENTS

Thank you to all of the partners who have dedicated their valuable time during the development of this plan. The Kentucky Department of Fish and Wildlife Resources is grateful to those who offered contributions and made a long-term commitment to the R3 initiative. Each partner brings a unique perspective and expertise as we move forward together on the R3 initiative in Kentucky.

Recruit | Retain | Reactivate

PARTNERS

BECOME A PARTNER!

Contact R3 Coordinator Olivia Dangler at olivia.dangler@ky.gov

GLOSSARY/ACRONYMS

Agency - Local, County, State and Federal wildlife, fisheries or natural resources management governmental organizations

KDFWR - Kentucky Department of Fish and Wildlife Resources

NGO - Non-Government Organization whose mission is focused on conservation

North American Model of Conservation - A model of conservation where funding is provided by the core user group, such as hunters, anglers and recreational shooters

Mentor - A person with experience in an activity including people such as traditional coaches/instructors, etc. of outdoor recreation who are willing to share their knowledge with others

ORAM - Outdoor Recreation Adoption Model outlines the process of becoming an outdoor recreation participant and factors affecting continued participation

Outdoor Recreationist - A person who seeks out activities in an outdoor setting including, but not limited to, hunting, fishing, trapping, boating, recreational shooting and other wildlife related activities and outdoor audiences

Outdoor Recreation - Hunting, fishing, trapping, boating, recreational shooting and other wildlife-related activities and outdoor audiences

R3 - Recruitment, Retention and Reactivation

R3 Partner - A person or group who works directly with the state action plan to reach set goals

Recreational Shooting - For the purpose of this plan it is defined as participation in an education program, shooting competition or leisure target practice, using firearms or bows

Stakeholder - Agencies, conservation and shooting sports organizations, and industry leaders

Partner - A person or group who has a vested interest in the outcome

User Groups - A set of people who have similar interests, goals or concerns

MARKETING, OUTREACH AND PUBLIC ACCEPTANCE

CHAIR:

Brent McCarty *(Kentucky Department of Fish and Wildlife Resources)*

MEMBERS:

Pete Blanford - *Quality Deer Management Association*

Jeff Braun - *Quail and Upland Game Alliance*

Leah Godlaski - *Kentucky Department of Fish and Wildlife Resources*

Lee Squires - *Trout Unlimited*

Lisa Frye - *Kentucky Department of Fish and Wildlife Resources*

Brian Clark - *Kentucky Department of Fish and Wildlife Resources*

Jerry Johnson - *Quail and Upland Game Alliance*

Rachel Young - *Kentucky Department of Fish and Wildlife Resources*

Michelle Ralston - *Wildlife Women*

R3 COMMITTEES

MENTOR, COACH, AND INSTRUCTOR DEVELOPMENT

CHAIR:

Olivia Dangler
(R3 Coordinator, Kentucky Department of Fish and Wildlife Resources)

MEMBERS:

Nicole Nash - *Archery Trade Association*

Holly Helton - *Scholastic 3D Archery*

Chris McDonald - *Scholastic 3D Archery*

Lewie Ball - *Kentucky Hunter Education Association*

Scott Ellison - *Fishing League Worldwide*

Josh Lillard - *Northern Kentucky Fly Fishers*

Ashley Marcum - *4-H Shooting Sports*

HUNTING, FISHING, BOATING AND SHOOTING ACCESS

CHAIR:

Becky Wallen
(R3 Specialist, Kentucky Department of Fish and Wildlife Resources)

MEMBERS:

Tom Goodhew - *National Wild Turkey Federation*

Jeff Adams - *Ducks Unlimited*

Griff Baute - *League of Kentucky Sportsmen's*

Chuck Juengling - *Pheasants/Quail Forever*

Scott Ray - *United States Forest Service*

Ben Robinson - *Kentucky Department of Fish and Wildlife Resources*

Paul Wilkes - *Kentucky Department of Fish and Wildlife Resources*

Andrew Wooldridge - *Kentucky Department of Fish and Wildlife Resources*

Steven Dobey - *Rocky Mountain Elk Foundation*

Wes Little - *Kentucky Department of Fish and Wildlife Resources*

PROGRAM DESIGN AND EVALUATION

CHAIR:

Olivia Dangler
(R3 Coordinator, Kentucky Department of Fish and Wildlife Resources)

MEMBERS:

Andy Edwards - *Quail Forever*

Roy Grimes - *National Archery in the Schools Program*

Tommy Floyd - *National Archery in the Schools Program*

Derek Alkire - *National Wild Turkey Federation*

Jason Wells - *Kentucky Department of Fish and Wildlife Resources*

Brian Clark - *Kentucky Department of Fish and Wildlife Resources*

John LaRowe - *National Rifle Association*

Rachel Crume - *Kentucky Fish and Wildlife Foundation*

Matt Springer - *University of Kentucky*

Aaron McDaniel - *Northern KY Fly Fishers*

Easton Copley - *Kentucky Department of Fish and Wildlife Resources*

INTRO

EXECUTIVE SUMMARY

On April 18, 2017 Kentucky held its first R3 summit in Frankfort, Kentucky. Wildlife Management Institute and The Council to Advance Hunting and the Shooting Sports facilitated participation by 24 partnering organizations. These partners consisted of agencies, industry leaders and non-government organizations. The summit revealed R3 awareness and urgency all while building a strong network of partners.

After the completion of the summit, partners elected to be members of a committee where their expertise and resources were most relevant. Four R3 committees were formed with 33 participating partners. Committees were made up of agencies, industry leaders and non-government organizations all working under a shared vision. Through collaboration among those partners, threats to increasing participation in outdoor recreation were identified. Subsequently, strategies were developed to address each threat. These strategies and the accompanying action items make up the core of the Kentucky R3 Strategic Plan.

The plan would not been possible without the alliance of the partners working together for the same goal. Strong diverse partnerships are crucial as we work together to ensure the conservation of natural resources for years to come. Our hope is to foster a conservation ethic for current and future outdoor recreationists and inspire them to share that ethic with others, just as their mentors did with them.

UCTION

Participation in hunting, fishing, and wildlife watching has declined in Kentucky over the past three decades. Overall, survey estimates of the United States hunting population depict a long-term decline in hunting participation. Fishing participation did show an uptick in 2011 *(1)*. Although this uptick was not consistent across the United States, participant numbers did slightly rise. It is too early to know if this increase will be stable. Since 2009, there has been increased participation in every major shooting activity *(2)*. The future of conservation and outdoor recreation depends on recruitment, retention and reactivation (R3).

We have to consider social and societal factors that may contribute to changes of American culture and outdoor heritage. Socio-demographic shifts show rural outmigration, suburban growth and increasing population of racial/ethnic minority groups are restructuring America *(3)*. We have to understand the impacts that these societal shifts are having on outdoor recreation and conservation. The traditional avenue for people learning to hunt, fish and participate in other outdoor activities is changing. It is proposed that proportionately more hunting participants are entering the activity through "nontraditional" pathways *(3)*. We need to think about what these nontraditional and current participants need in a new world of outdoor recreation. The future of conservation depends on it.

(1) U.S. Fish & Wildlife Service & U.S. Census Bureau. National Survey of Fishing, Hunting, & Wildlife-Associated Recreation (hereafter "National Survey"; conducted every 5 years since 1955.

(2) These three studies were conducted by Responsive Management for the National Shooting Sports Foundation: *Sport Shooting Participation in the United States in 2009* (survey conducted in 2010), *Sport Shooting Participation in the United States in 2012* (survey conducted in 2013), *Sports Shooting Participation in the United Sates in 2014* (survey conducted in 2015).

(3) Larson, L. R., R. C. Stedman, D. J. Decker, M. R. Quartuch, W. F. Siemer, and M. S. Baumer. 2014. *Understanding Non-traditional Hunters in New York: Initial Insights and Implications for Recruitment and Retention Research*. Human Dimensions Research Unit Publication. Series 14-10. Department of Natural Resources, College of Agriculture and Life Sciences, Cornell University, Ithaca, NY. 30 pp.

OUTDOOR RECREATION

AWARENESS

INTEREST

TRIAL

RECRUITMENT

Engaging new participants in an outdoor activity. Recruitment includes awareness, interest and trial stages. Recruitment efforts include those designed to enhance exposures and reduce barriers to initial participation and trial.

DECISION TO CONTINUE

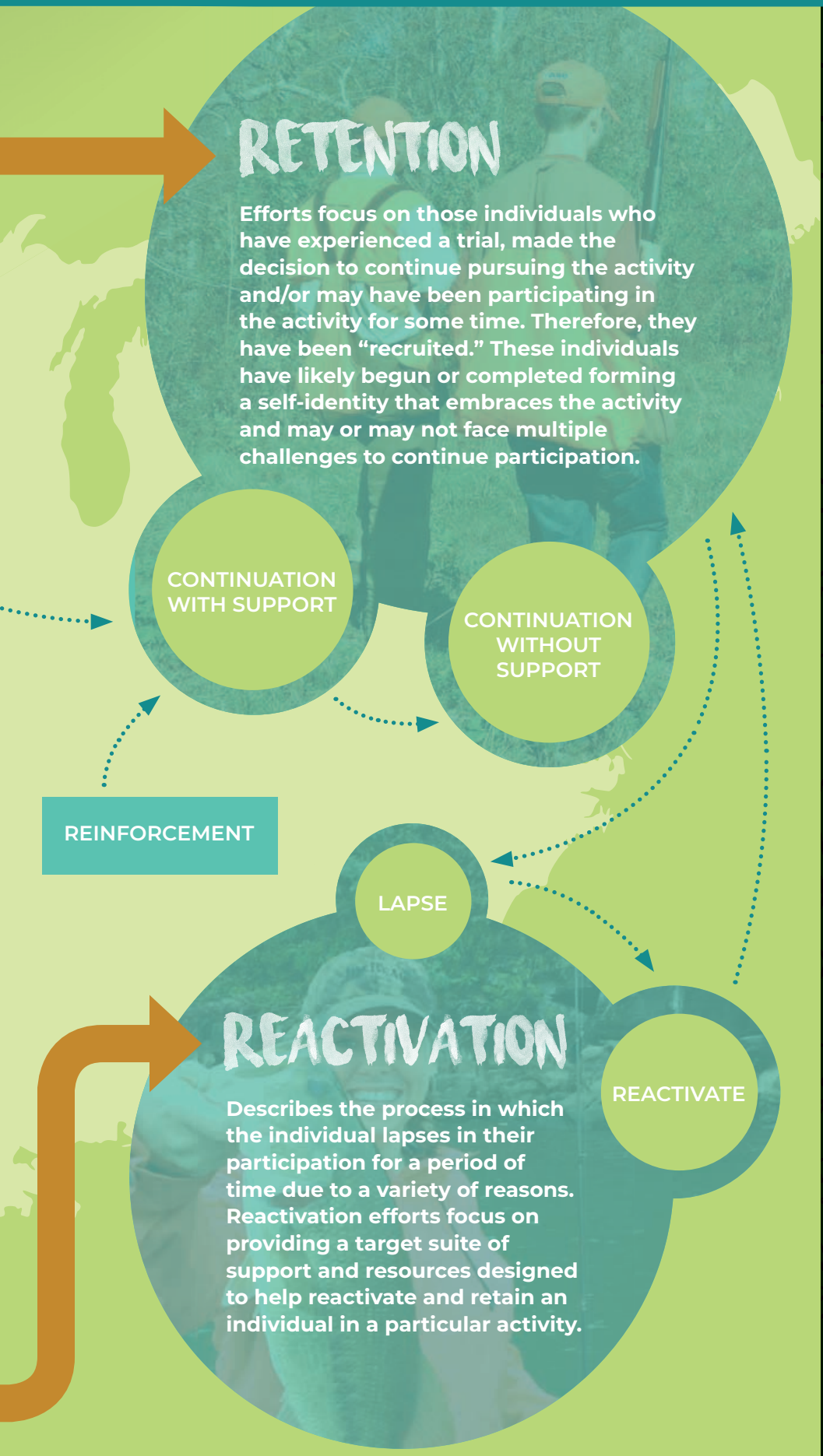
DECISION NOT TO CONTINUE

The three "R's" begin with

SOCIAL SUPPORT

For more information about ORAM, see Appendix 1

ADOPTION MODEL (ORAM)

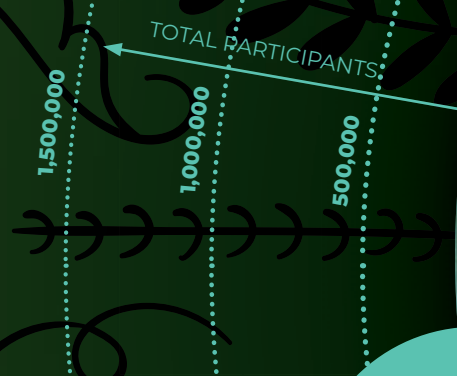


WHAT'S THE PURPOSE?

All across the nation, Fish and Wildlife agencies, industry leaders and non-government organizations are collaborating in a national recruitment, retention and reactivation (R3) effort. R3 is larger than one state, it's a national movement. Kentucky has created the R3 strategic plan to help guide the agency's and partners' efforts to stabilize or reverse trends through adaptive and scientific management. It will also serve to recognize local and national resources and partnerships to collaborate as one team. The Outdoor Recreation Adoption Model (ORAM) is based on 50 years of research documenting why and how certain activities or ideas are adopted by people and cultures *(4)*. The key to increase participation in outdoor activities is an R3 process with a strategic approach. R3 is the sum of multiple moving parts: **recruitment, retention** and **reactivation.**

(4) Council to Advance Hunting and the Shooting Sports. 2016. National Hunting and Shooting Sports Action Plan. Retrieved from *https://www.nationalr3plan.com/*.

Wildlife associated RECREATIO



HUNTING
$1.5 BILLION
Participants: **347,000**

WHAT DOES THIS MEAN FOR KENTUCKY?

The North American Model of Wildlife Conservation (see Appendix 2) provides funding for wildlife conservation through license sales and federal excise taxes on the manufacture of equipment used by sportsmen and sportswomen. License buyers have been providing funding for conservation for nearly a century. These outdoor recreationists generate almost $6 Billion in total economic impacts to Kentucky annually. There are millions of Kentucky residents and non-residents who engage in outdoor recreation in the Bluegrass State. This is one important aspect of sustaining and promoting participation in wildlife-related recreation in Kentucky.

When we envision the future of conservation in Kentucky, the role of hunters and anglers must be a key focus.

Source: The National Survey and National Marine Manufacturers Association, unpublished data

IN KENTUCKY

WILDLIFE WATCHING
$1.3 BILLION
Participants: **1,319,000**

TOTAL ECONOMIC IMPACT
$5.94 BILLION

In Kentucky, hunters and anglers fund conservation efforts for all species of wildlife.

BOATING
$1.94 BILLION
Participants: **1,200,000**

FISHING
$1.2 BILLION
Participants: **554,000**

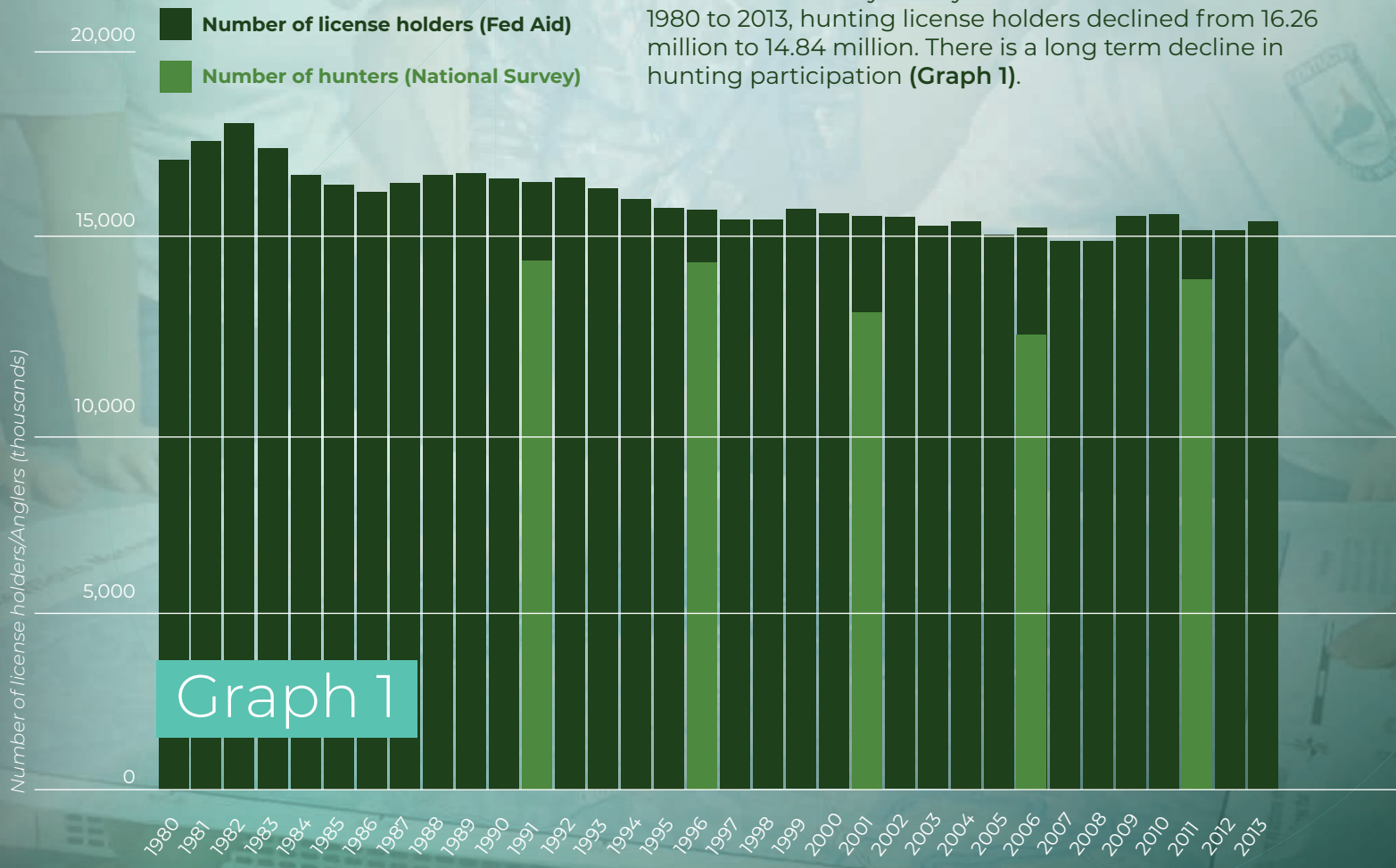
TRENDS

WHAT ARE THE NATIONAL AND STATE TRENDS?

Overall, license sales trends at the state level mirror national trends in fishing and hunting participation: slow, steady declines. There are some policy and regulation issues to be addressed in order to ensure that Kentucky has a strong and relevant licenses sales structure in the future.

U.S HUNTING POPULATION

National estimates of participation from the *National Survey of Fishing, Hunting and Wildlife-Associated Recreation* (conducted on 5-year intervals, includes those license-exempt and other non-licensed participants) and number of hunting license holders annually both depict a slow but relatively steady decline in hunters. From 1980 to 2013, hunting license holders declined from 16.26 million to 14.84 million. There is a long term decline in hunting participation **(Graph 1)**.

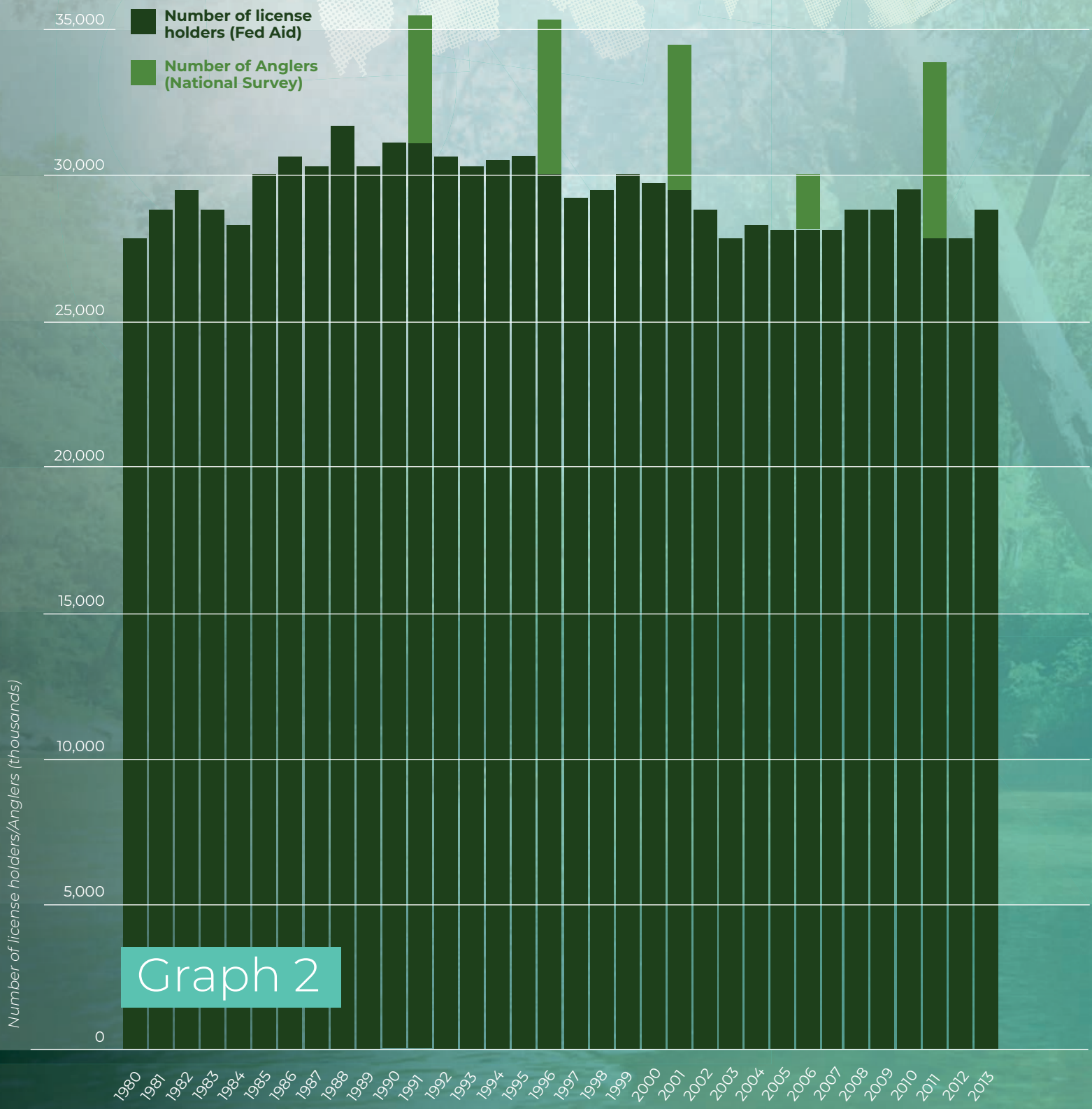


Graph 1

* Federal Aid data includes Alaska and Hawaii, even though they were not yet states in 1958. | *Source: Responsive Management, Inc.*

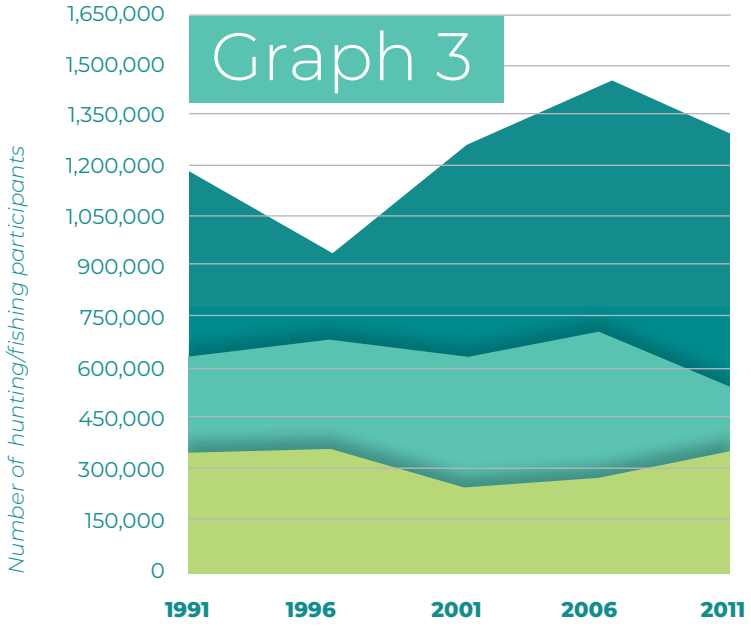
U.S. FISHING POPULATION

Similarly, there has been a slow, steady decline in fishing participation. Number of licensed anglers peaked at 31.48 million in 1988, but since has dropped to 28.46 by 2011. Estimates of fishing participation from the *National Survey* every five years reflects the same trend **(Graph 2).**



Graph 2

Source: Responsive Management, Inc.



Source: National Survey of Fishing, Hunting & Wildlife-Associated Recreation, U.S. Fish & Wildlife Service and U.S. Census Bureau

KENTUCKY POPULATION

Participation in Fishing, Hunting, and Wildlife Watching

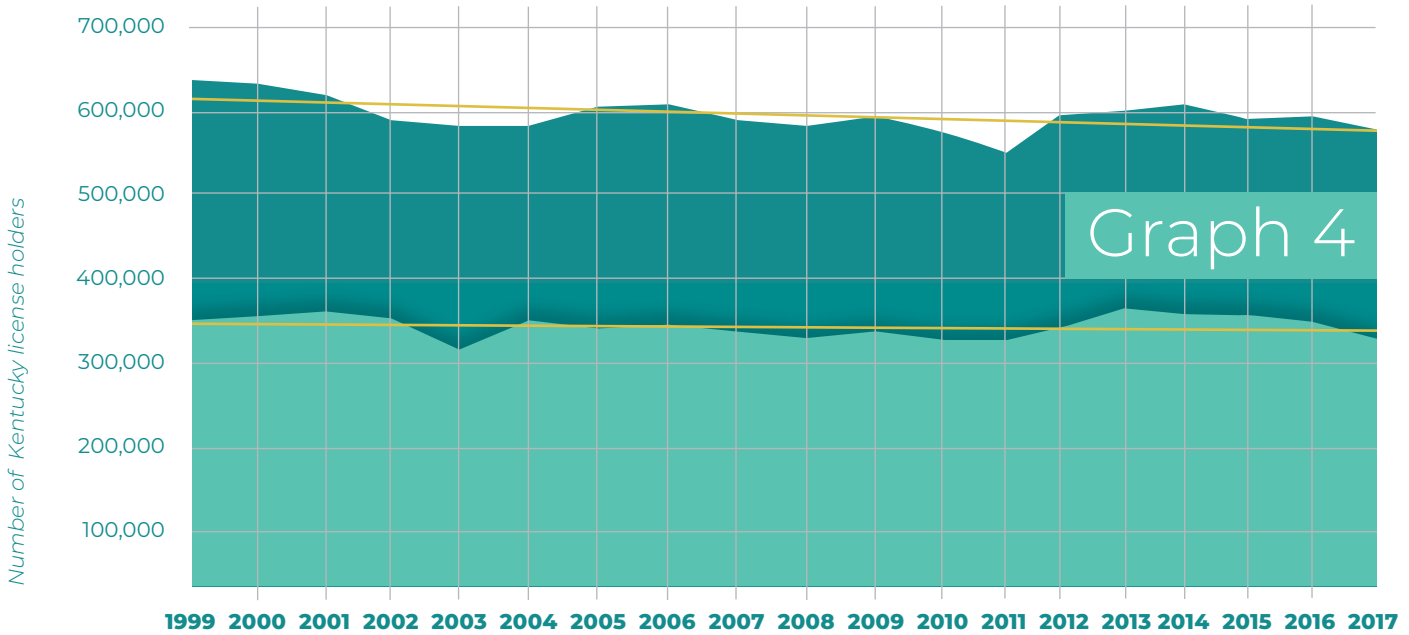
Wildlife Watching **Fishing** **Hunting**

At the state level, the same trends hold true: there is a long-term decline in participation in hunting and fishing in Kentucky **(Graph 3)**. Historically, we begin to see declines beginning the 1980s.

KENTUCKY HUNTING AND FISHING LICENSE SALES *20 Year Trend*

In 1999, there were 642,381 licensed anglers in Kentucky, whereas in 2017 that number had decreased to 579,993. The trend in hunting participation is similar: from 1999 to 2017, licensed hunters decreased from 352,299 to 338,965 **(Graph 4)**. *(See Appendix 3 for additional trends)*

Fishing **Hunting** **Linear** *(Fishing/Hunting)*

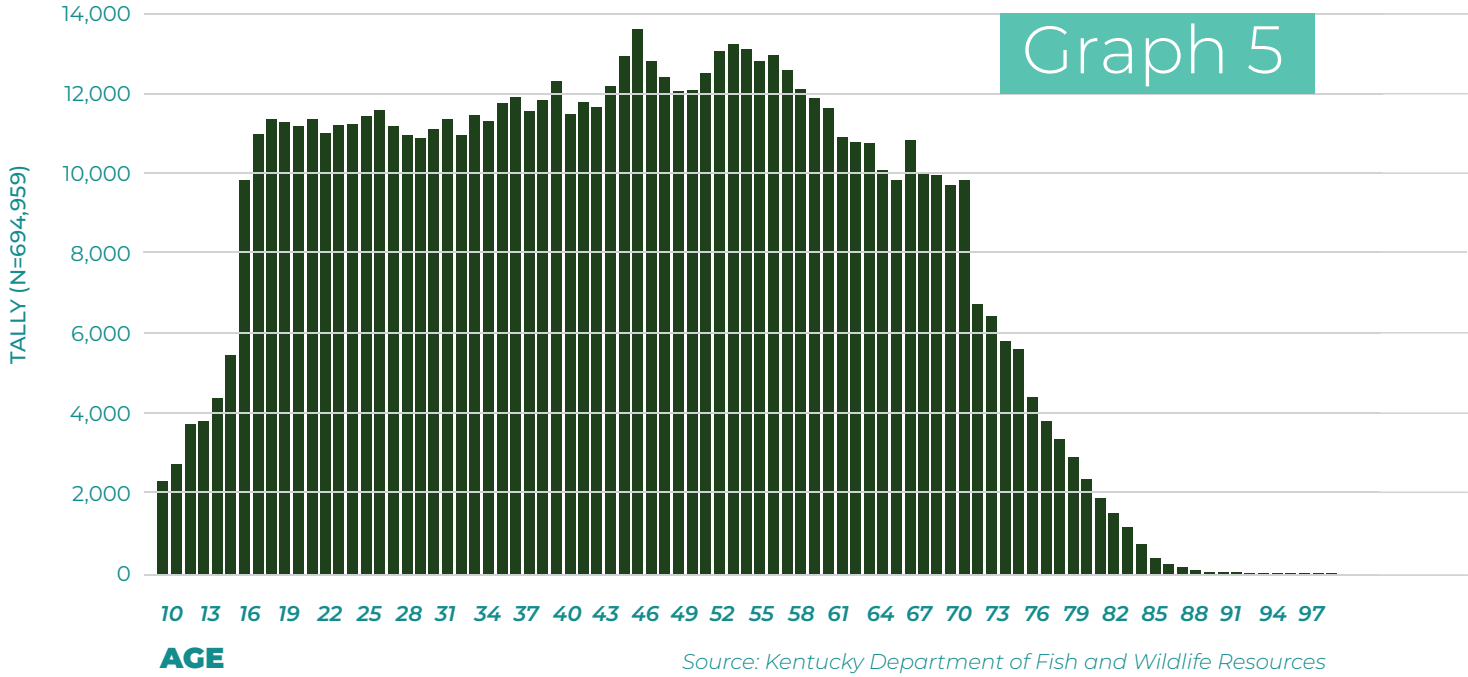


Source: Kentucky Department of Fish and Wildlife Resources

Over the next 15-20 years, we are going to see a greater drop in revenue as more Baby Boomers transition to buying deeply discounted senior licenses and then they drop out of participation. With this change, there will be a decrease in revenue for KDFWR, therefore limiting conservation potential. At this rate, there isn't enough volume of younger participants of ages 13-30 years old to replace the volume of Baby Boomers who are projected to drop out of participation **(Graph 5)**.

AGE DISTRIBUTION OF LICENSE CUSTOMERS

One-Year Snapshot



Source: Kentucky Department of Fish and Wildlife Resources

To put the national population of hunters and anglers into perspective, in the 1960s, 8.9 percent of the U.S. population participated in hunting, but by 2016 the hunting participation rate was about half that at 4.5 percent. The national fishing participation rate in 1991 was 18.7 percent, but by 2016 it was 11 percent **(Appendix 4)**.

Nationally, reactivation is trending up since 2000, whereas recruitment of 6-15 year olds is seriously dropping. Recruitment was trending better than reactivation from 2000-2010 but recruitment dropped about 30 percent from 2010-2015 **(Appendix 4)**.

STRATEGIES

HOW TO IMPLEMENT THE R3 PLAN?

Each partner brings a unique perspective and area of expertise to the R3 initiative in Kentucky. Full partner input is needed moving forward. It will take innovative and fresh approaches to recruit, retain and reactivate outdoor recreationist as traditional approaches are not enough to ensure new generations of participants in outdoor recreation. Kentucky has created the R3 Strategic Plan to help guide the agency's and partners' efforts to stabilize or reverse trends through adaptive and scientific management. The R3 committees will determine parameters to address each strategy. Action items are listed in priority within the plan for each strategy. Indicators for Success are used to measure outcomes. They are measurable outcomes to identify progress.

The plan will be updated as needed and is intended as a five-year plan. Progress reports and updates will be showcased annually at Kentucky R3 Summits where all partners are welcome and encouraged to attend.

STATEWIDE R3 COORDINATOR

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WHERE DO WE GO FROM HERE?

The goal for the Kentucky R3 Strategic Plan is to increase participation in hunting, fishing, trapping, boating, recreational shooting and other wildlife related activities. This can only be accomplished through strong partnerships between the agency, industry and non-government organizations. Maintaining partnerships and breaking down organizational silos are essential in building a strong R3 initiative in Kentucky.

The R3 Strategic Plan is comprised of five strategies. Strategies are not listed in order of priority.

STRATEGY 1: *Enhance agency effectiveness and R3 partnerships through collaboration on R3 efforts statewide.*

STRATEGY 2: *Increase public outreach to create awareness and gain support of hunting, fishing, trapping, boating, recreational shooting and other wildlife related opportunities, with a focus on how those activities directly influence conservation.*

STRATEGY 3: *Improve mentor, coach and instructor development to strengthen R3 efforts.*

STRATEGY 4: *Enhance R3 program efforts by evaluating them for effectiveness and tailoring for growth potential.*

STRATEGY 5: *Improve access to quality areas used for hunting, fishing, trapping, boating, recreational shooting and other wildlife related activities.*

STRATEGY 1

Enhance agency effectiveness and R3 partnerships through collaboration on R3 efforts statewide.

ACTION ITEM 1

Maintain Kentucky R3 Committees to encourage partner input.

PRIORITY TASKS:

Encourage partner participation within R3 Committees.

Develop recommended updates to the *Kentucky R3 Strategic Plan* through a committee process.

Facilitate open communication through various meetings, conference calls, and emails throughout R3 strategic planning.

Address appropriate Strategies and Action Items within the Kentucky R3 Strategic Plan.

Report to Kentucky R3 Coordinator on topics pertaining to the committee's focus.

ACTION ITEM 2

Host an annual Kentucky R3 summit for agencies, NGO's and industry partners.

PRIORITY TASKS:

Maintain and grow new and current R3 partnerships.

Create and maintain a current database of all agencies, NGOs and outdoor industry partners involved in R3 efforts.

Disseminate current information, goals and successes for R3 in Kentucky.

Encourage participation in R3 online community.

Update Kentucky R3 Strategic Plan annually and make it accessible for all.

Provide partners with the training and tools needed to address the R3 efforts.

Report on ORAM mapping of current and new programs.

Break down organizational silos within the R3 initiative.

Designate time for Kentucky R3 committees to meet in person, facilitate open communication among committees, and allow all partners to provide input on committee direction.

INDICATORS OF SUCCESS:

- Report to partners annually on progress on the R3 initiative within the R3 Strategic Plan.
- Kentucky Strategic R3 Plan is annually reviewed and updated as needed.
- Kentucky R3 Committees will continue involvement in the R3 initiative to increase effectiveness of programs in recruiting, retaining and reactivating participants.
- Host annual R3 Summit.
- Sustain the R3 Branch within the agency.

ACTION ITEM 3

Maintain an R3 Branch within the Kentucky Department of Fish and Wildlife Resources.

PRIORITY TASKS:

Designate time for Kentucky R3 committees to meet in person, facilitate open communication among committees, and allow all partners to provide input on committee direction.

Allocate funds and maintain an annual budget for an R3 Branch, including an R3 Coordinator and R3 Specialists.

Incorporate the Kentucky's R3 Strategic Plan into KDFWR's Strategic Plan.

Communicate with R3 partners and serve as a point of contact for the design, implementation and evaluation of R3 strategies and programs.

Plan and coordinate annual Kentucky R3 summits.

Maintain an updated version of the *Kentucky R3 Strategic Plan*.

Maintain updated R3 dashboards and databases.

R3 Branch will help coordinate and facilitate the Kentucky R3 Committees.

Represent Kentucky at state, regional and national meetings.

STRATEGY 2

Increase public outreach to create awareness and gain support of hunting, fishing, trapping, boating, recreational shooting and other wildlife related opportunities with a focus on how those activities directly influence conservation.

ACTION ITEM 1

Identify emerging markets and demographics of potential customers in Kentucky in terms of R3 efforts and focus marketing efforts for the greatest impact.

PRIORITY TASKS:

Define new target audiences in terms of marketing efforts.

Identify and survey current and potential customers in outdoor activities in order to identify their motives, interests and barriers.

Research marketing grants to be utilized by Kentucky R3 initiative while focusing on non-traditional audiences.

ACTION ITEM 2

Continue to improve communication and relationships with existing outdoor recreationists.

PRIORITY TASKS:

Research techniques to effectively communicate with current customer and expand customer relationships via email and other successful communication tactics.

Identify what assistance lapsed customers need in order to continue participating seasonally and/or year around.

Identify and research best practices for improved license renewal opportunities.

Connecting existing customers with partner's programs and resources across Kentucky.

Create user-friendly platforms to disseminate information related to public land access, mentoring, next step programs and other R3 efforts.

INDICATORS OF SUCCESS:

- Target audiences for marketing are defined and refined by forthcoming national research projects and future summits.
- Current customer needs are identified.
- An integrated Kentucky-specific brand and message is created.
- The value of increasing participation in outdoor recreation is communicated to the public, to partners and within the agency.
- User-friendly platforms for R3 opportunities developed.

ACTION ITEM 3

Develop and implement marketing initiatives geared toward increasing public awareness, acceptance and support of outdoor recreation here in the Commonwealth.

PRIORITY TASKS:

Identify opportunities for creating awareness of R3 programs and events—both KDFWR and those of our partners.

Determine, program by program, how to work with KDFWR employees, volunteers and our partners to get a clear message out to potential and existing customers.

Ensure that all marketing material is available to KDFWR employees, volunteers and our partners for use and/or distribution.

Creation of new and utilization of existing media for public outreach, focused on increasing public awareness and support.

ACTION ITEM 4

Clearly communicate the importance and value of increasing participation in outdoor recreation with: 1) current customers, 2) partners, 3) within the agency.

PRIORITY TASKS:

Launch a call-to-action to current customers and emphasize the importance of their roles.

Demonstrate to partners their roles and opportunities in R3 efforts in Kentucky and how it pertains to their missions.

Communicate with each Kentucky Fish and Wildlife employee to convey their roles and impact on R3.

STRATEGY 3

Improve mentor, coach, and instructor development to strengthen R3 efforts.

ACTION ITEM 1

Develop a formal mentor-training program that is replicable for use among partners to encourage all mentors with various levels of experience.

PRIORITY TASKS:

Research existing mentor-training programs.

Include R3 partners in development.

Develop a streamlined application with a background check process for mentor training program.

Equip mentors, coaches and instructors with the capability to work with participants at all experience levels.

Offer trainings and develop a partner-integrated management system for mentors.

OTHER TASKS:

Determine criteria for mentors, coaches, instructors for each category and base line numbers to measure success.

Determine minimum hour/program commitment level required of mentors to maintain mentor status.

Create an organizational/managerial system to prevent mentors from being overworked.

Break down the misconception of being "a professional to be a mentor" and emphasize that all mentoring experience levels are needed.

ACTION ITEM 2

Develop mentor, coach and instructor resources and make them readily available to prospective mentors and outdoor recreationists.

PRIORITY TASKS:

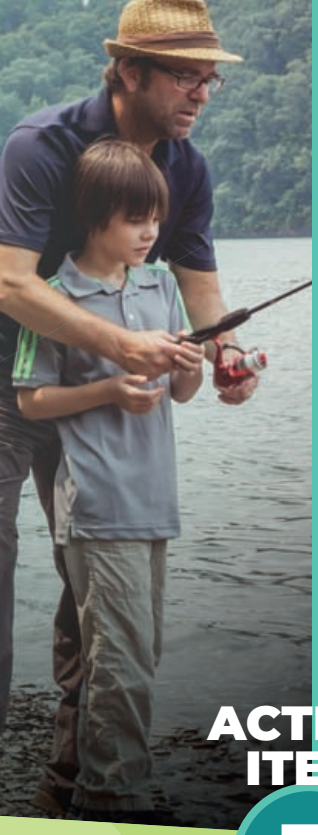
Research and inventory existing resources and identify needs or gaps.

Include R3 partners in development.

Sort resources by outdoor activities and audience experience level for ease of distribution.

Seek out and/or develop continuing education opportunities and online resources specific for outdoor activities.

Promote resources to mentors, coaches and instructors.



INDICATORS OF SUCCESS:

- Formal mentor, coach and instructor training programs delivered based on needs and program is established.
- Mentor, coach and instructor resources are made available.
- Mentoring incentive program is established.
- Mentor, coach and instructor directory is created and made available.
- Universal mentoring promotional campaign is cooperatively developed and implemented.

ACTION ITEM 3

Research incentive programs to encourage and maintain mentor, coach and instructor involvement.

PRIORITY TASKS:

Survey current and prospective mentors to see what incentive program would motivate them.

Identify barriers that limit programs.

Catalog opportunities with R3 partners.

OTHER TASKS:

Build the framework to ensure opportunities cannot be abused.

ACTION ITEM 4

Launch directory of available mentors, coaches and instructors to be used by R3 partners.

PRIORITY TASKS:

Research options that allow all R3 partners, mentors, coaches and instructors to access information.

Outline useful field/data/variables for directory.

Determine most functional platform to disseminate information.

ACTION ITEM 5

Increase awareness and encourage current customers, partners, and agency staff to become mentors, coaches and instructors.

PRIORITY TASKS:

Develop a universal campaign with R3 partner input to encourage current participants to mentor, coach and instruct.

Make mentor, coach and instructor development campaign resources available to all R3 partners.

Implement a KY campaign to complement already established regional and national efforts to increase awareness of becoming a mentor, coach or instructor.

STRATEGY 4

Enhance R3 program efforts by evaluating them for effectiveness and tailoring for growth potential.

ACTION ITEM 1

Maintain and report outdoor participation and license trends for R3 initiative progression.

PRIORITY TASKS:

Update license sales information annually to continue tracking trends through time.

Identify potential deficiencies in existing electronic license sales system and modify system to be more efficient and gain timely access to critical customer data.

Review sales and participation statistics to correlate impacts of R3 efforts in Kentucky.

Report license and R3 participation trend information annually at R3 Summit and share license reports with regional and national partners.

ACTION ITEM 2

Define target audiences of R3 programs.

PRIORITY TASKS:

Research potential audiences for R3 programs.

Prioritize target audiences based on greatest potential for impact.

Communicate to R3 programs of newly established target audiences.

ACTION ITEM 3

Maximize impact of current programs/ efforts to increase participation in outdoor recreation activities through inventory, evaluation and adjustment as needed.

PRIORITY TASKS:

Inventory all R3-related programs/ efforts in Kentucky.

Determine how to quantify and evaluate effectiveness of programs/efforts.

Map R3 programs/ efforts using Outdoor Recreation Adoption Model (ORAM).

Implement efforts to address gaps and deficiencies through KDFWR and R3 partners.

ACTION ITEM 4

Implement participant tracking for all R3 programs in Kentucky.

PRIORITY TASKS:

Identify and address barriers of using a uniform participant tracking system and information sharing among partners.

Evaluate current participant tracking systems and explore adjustments to meet all partners' needs.

Implement a uniform registration system for R3 programs to be used by all partners.

Modify and integrate a master database of R3 participants with all partners to use for follow up evaluations and to promote future opportunities/ programs across Kentucky.

Dedicate financial resources to the management and analysis of data.

ACTION ITEM 5

Assess spatial distribution of outdoor recreational opportunities in relation to prospective and current participant populations.

PRIORITY TASKS:

Determine spatial distribution of current participants.

Map geographic locations of participants and existing recreational opportunities.

Work with communities in their planning process to determine areas where additional recreational opportunities would have the greatest impact on participation.

Use spatial distribution data to inform and strategically target marketing efforts.

STRATEGY 4 CONTINUED...

ACTION ITEM 6

Develop pathways for next-step involvement (retention) of participants and reactivation opportunities.

PRIORITY TASKS:

Identify and evaluate next-step resources and opportunities for every R3 program.

Create and promote next-step resources and opportunities to participants in all R3 programs.

Provide reactivation programs for lapsed participants.

Provide self-learning tools to current and prospective participants..

ACTION ITEM 7

Leverage partnerships to bridge funding gaps and address needs for development, implementation and evaluation of R3 programs and efforts.

PRIORITY TASKS:

Determine funding needs for current and future programming across all partners.

Locate sources of funding through grants, wildlife conservation entities, charities, sponsorships, and other partners then direct those funds for shared interest projects within the Kentucky R3 initiative.

Provide funding or support through an application program to groups wanting to host any R3 programs.

Develop and promote a master list of equipment and resources that partners are willing to make available for R3 partnership programs and efforts.

ACTION ITEM 8

Identify and leverage current non-traditional participants as ambassadors to help overcome lack of diversity within outdoor recreational activities and R3 programs/efforts.

PRIORITY TASKS:

Involve non-traditional users to help guide development of future R3 efforts.

Establish a master list of non-traditional users contact information and evaluate willingness of involvement in R3 initiative.

Facilitate mentoring, coaching and instruction by non-traditional users.

Collect testimonials to promote program inclusion.

INDICATORS OF SUCCESS:

- R3 participation/license sales report updated annually and made accessible to all partners to correlate impact of R3 programs with real-time data.
- Target audiences for R3 programs and efforts are defined annually.
- Quantification and evaluation standards for R3 programs are established.
- Unified participant tracking system is established across all partners.
- Established where additional outdoor recreational opportunities would have the greatest impact on participation.
- Next-step and reactivation opportunities and resources are established.
- R3 program funding and support applications for outside organizations are created.
- Establish non-traditional participants as program ambassadors.

STRATEGY 5

Improve access to quality areas used for hunting, fishing, trapping, boating, recreational shooting and other wildlife related activities.

ACTION ITEM 1

Gather and make available high quality public land and water access information organized by outdoor activity and experience levels within each activity.

PRIORITY TASKS:

Inventory existing resources within the Commonwealth.

Categorized resources based on activity and experience levels of each activity.

Gather new, and update existing, access information as needed.

Prioritize what resources should be packaged and dispersed first with partner input.

Include successful examples of nontraditional land and water access and eliminate misconceptions about public land and water access quality, safety and liability issues.

ACTION ITEM 2

Survey various user groups, current and prospective, to determine expectation of public land and water access opportunities (awareness, perceptions, barriers to use, etc).

PRIORITY TASKS:

Research relevant surveys.

Create surveys with R3 partners that will reach out to all user groups.

Analyze data and prioritize which barriers should be addressed.

Determine location of current license holders to identify areas where additional recreational opportunities and public land/water access would have the greatest impact on participation.

INDICATORS OF SUCCESS:

- Directory of public access information established.
- Expectations of public access opportunities and quality experiences for outdoor recreation from current and prospective users are documented.
- Access and habitat-related needs for stakeholders are prioritized and addressed using strong partner network.
- Access for R3 related activities on private land and water access is increased by three new program opportunities across the state.
- Increasing public access to private land in acreage and water access sites by 5 percent within five years.
- Identified resources and tools for increased public access for outdoor recreation.

ACTION ITEM 3

Utilize Kentucky's strong network of partners to bridge funding gaps related to land and water access and quality habitat development.

PRIORITY TASKS:

Invite Kentucky land stakeholders to submit their access and habitat related needs to KDFWR.

Categorize and prioritize access and habitat-related needs with partner input.

Research grant opportunities.

ACTION ITEM 4

Use partnerships with government and private interests at local, regional and state levels to increase access and improve quality of opportunity for all R3 related activities.

PRIORITY TASKS:

Catalog current partnerships and identify potential partnerships.

Identify barriers for habitat development and access to land and waters for recreational purposes.

Research ways to eliminate barriers with potential new partners.

Use information gained from Action Item 1 of this strategy to determine focus areas to optimize impact.

ACTION ITEM 5

Assess interest and determine effective incentives for private landowners to allow land and water access for outdoor recreation activities.

PRIORITY TASKS:

Review *"Kentucky Landowners' Attitudes Toward Land Management and Hunting Access"* survey composed by KDFWR and determine if further surveys are necessary.

Research existing incentive programs nationwide and develop Kentucky specific programs with R3 partner input.

Propose new incentives based on research and propose modification of ineffective incentive programs.

APPENDIX 1

The Steps of the Outdoor Recreation Adoption Model

SOCIAL SUPPORT

Elemental to the process of adopting a new activity or behavior is the presence of a social support network that encourages an individual's participation. If this support system is not in place, and the individual does not have a community that can provide a positive reinforcing environment, it is highly likely that they will not adopt the activity for the long term. Therefore, it is critical that R3 administrators incorporate or address this element in EVERY R3 strategy or tactic they implement, and ensure that a social network is available for that individual as they move through the adoption process.

RECRUITMENT

AWARENESS

The first step of an individual's path to adopting an activity is for them to become aware of it as something relevant to them. On a personal level, as this awareness is established, an individual determines if this new activity is interesting enough to make them want to learn more about it. They may not have considered this activity as an option for them in the past, so introductory programs or informational resources that cultivate their interest and motivation are necessary and are extremely useful in this stage.

INTEREST

An awareness of a new activity, if aligned with an individual's values and motivations, can ignite a personal interest as the individual begins to understand the activity and how it might fit with their lifestyle, identity and community. Fostering this interest through experiences catering to skill and knowledge development relevant to the activity (i.e. tasting game meat, target shooting with a firearm or bow, etc.) and appealing to their personal motivations, will build and increase the confidence needed for the individual to try the activity for the first time.

TRIAL

If an individual develops enough confidence in their ability to try the activity, and are personally motivated enough to do so, they may seek out a trial opportunity. For hunting, this frequently involves a mentored hunt. For target shooting, this simply involves some time at the range. Ultimately, this step provides the first opportunity for the individual to contrast their expectations, assumptions, and even hesitations with a personal experience. This new personal experience allows the individual to assess if this activity is, or is not, something they wish to continue.

DECISION TO CONTINUE:

This decision represents a solidification of an individual's opinion of the new activity they just tried. The trial of the activity either confirms (perhaps exceeds) their expectations or it disappoints them. The personal experience they gained in the previous step, and the potential selfidentity that may have been challenged, provides the perspective necessary for them to decide if this new activity is for them or not. This decision to continue and the personal experience that drives it, separates the recruitment stage from the retention stage.

RETENTION

CONTINUATION WITH SUPPORT

For those that decide to continue, the next step is extremely critical. Some research indicates that an individual is more likely to desert the activity than adopt it if needed resources are limited or not available. In other words, if the new participant does not have support in the form of information, next steps, continued learning opportunities, or social support, they are more likely to drop out of the activity. Developing their confidence, skills, and motivation to participate following an individual's decision to continue should be top priorities for those implementing R3 efforts.

CONTINUATION WITHOUT SUPPORT

An individual who has moved to this step has, at some level, accepted the activity as a part of their lifestyle. Participants have formed or adjusted their self identity to accept the activity as a part of what they do and perhaps who they are. While they still require resources and information, they are motivated enough to often find what they need. However, this is not to say that these individuals no longer need R3 efforts or interventions. Social support, new learning opportunities, and additional skills are important to their continued and increased participation. People's lives change and their participation in an activity are frequently impacted by competing priorities. This "Continuation Without Support" can last for varying amounts of time depending on the individual.

REACTIVATION

LAPSE

At any time during the "Continuation Without Support" stage, an individual can lapse. There are two types of lapse; short term and long-term. Short-term lapses occur due to predictable life changes (i.e.

going off to college, moving to a new state, having a child, etc.). R3 efforts that remind people why hunting and shooting sports are relevant to them, such as campaigns that provide reminders for license purchases or share updates on new hunting or target shooting information, are tactics that can be used to help reduce the duration or frequency of the short-term lapse. Long-term lapses often impact individuals who tried the activity but never found the next steps or resources they needed to continue, or individuals who were long-term participants, but stopped due to a significant life change (i.e. military service, loss of friends or family to go with, physical disability, etc.). Generally, a long-term lapse is harder for a participant to overcome.

REACTIVATE

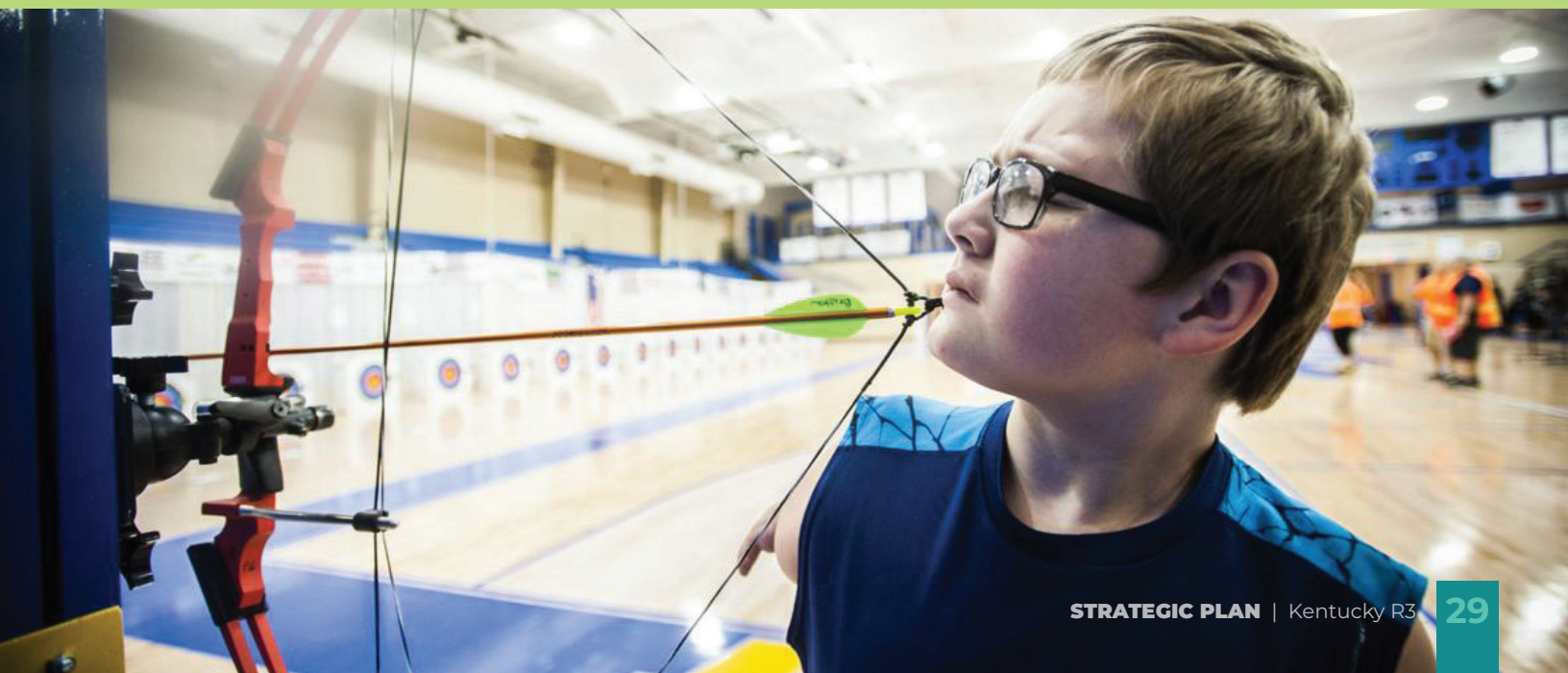
In both short- and long-term lapses, R3 efforts by an organization or individual are usually needed to get a lapsed participant active again. These efforts are frequently different than those used in recruitment because by this point, an individual is far more invested in the activity than an individual just starting out. Those organizations or individuals working on reactivation issues need to recognize this difference and address the unique barriers facing those who have lapsed.

Outdoor Recreation Adoption Model (ORAM)

Beyond the Model

APPLICATION OF THE MODEL

The ORAM can be extremely helpful to R3 practitioners in identifying where their efforts address a participant's progress through the adoption process, in developing more effective R3 strategies, and in implementing comprehensive R3 efforts. For example, if the majority of an organization's R3 efforts only provide hunting knowledge, skills, and a first trial, we might assume that the participants of those efforts are likely in need of "next steps" and additional resources to continue along in the process of becoming a hunter. Similarly, if an organization has no efforts targeting individuals who may have lapsed, their recruitment efforts may be limited in their long-term effectiveness as recruited or retained hunters continue to lapse over time. In these and other strategic applications, R3 practitioners can use the ORAM to "map" their efforts. This mapping process can help to identify where gaps may exist in their R3 efforts, to strategically link individual R3 efforts together, and to prioritize needs for the new R3 efforts and resources. By understanding these concepts, R3 practitioners will greatly improve the impact of their efforts to continue the outdoor heritage.



APPENDIX 2

THE NORTH AMERICAN MODEL OF WILDLIFE CONSERVATION

In the mid-19th century, hunters began to realize the importance of wildlife conservation. Then, in the first two decades of the 20th century, sportsmen from the United States and Canada started developing a set of seven guiding principles for managing wildlife resources. They provide the foundation for the success of fish and wildlife conservation in North America.

1 **Wildlife is held in trust for the public.** No one owns wildlife. Instead, the government holds this resource in trust for the benefit of all people.

2 **The selling and trading of wildlife is controlled.** State and federal laws regulate the sale of dead game animals and migratory birds, including their parts and products.

3 **Laws and regulations determine how wildlife is allocated.** Policies set by lawmakers, with input from the general public, regulate not only access to wildlife but also how wildlife may be used.

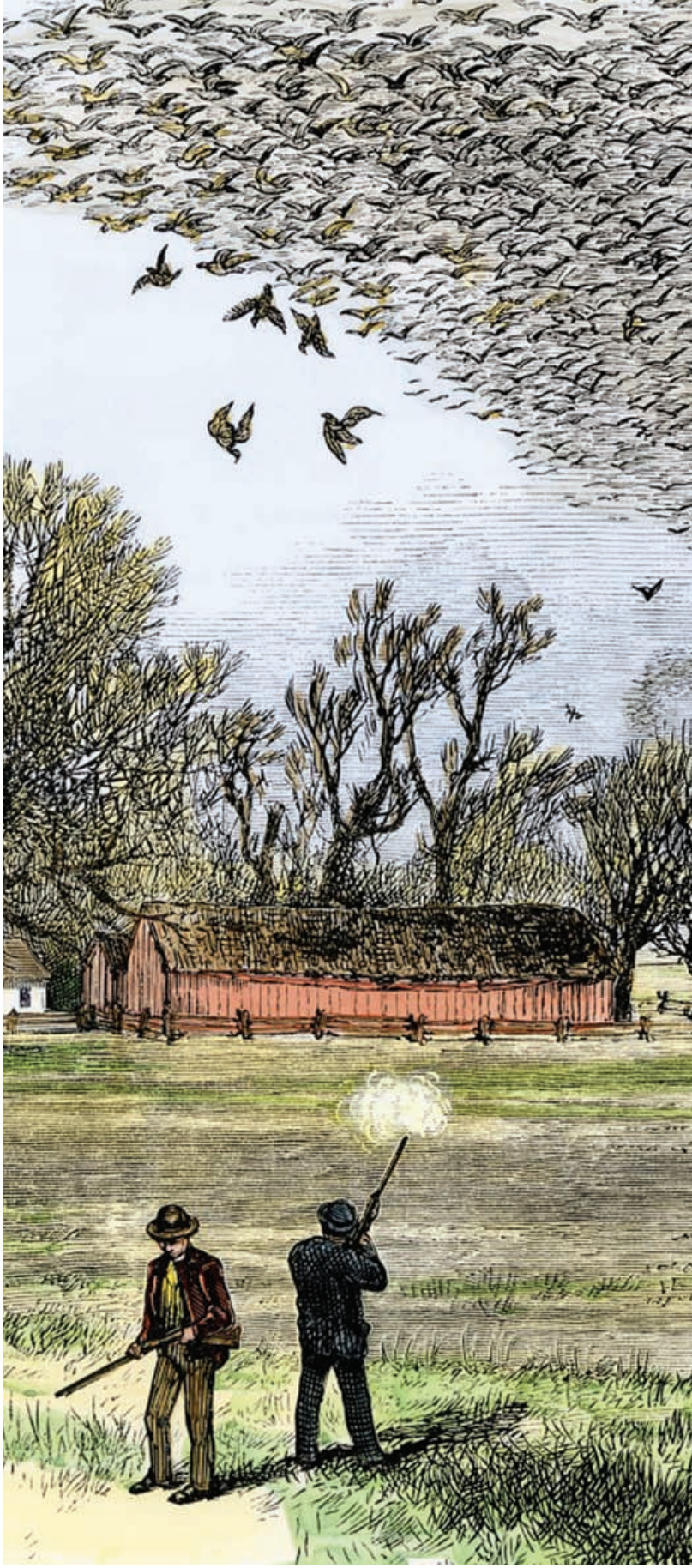
4 **The reasons for killing wildlife must be valid.** Wildlife can be killed only for legitimate purpose-for food and fur, in self-defense, or for protection of property.

5 **Wildlife is an international resources.** As such, hunting and fishing shall be managed cooperatively across state and province boundaries.

6 **Science plays a key role in managing wildlife.** Decisions regarding wildlife management, use, and conservation are based on sound scientific knowledge and principles.

7 **Opportunities for hunting, fishing, and trapping shall be democratic.** Every citizen in good standing-regardless of wealth, social standing, or land ownership-is allowed to participate in the harvest of fish and wildlife within guidelines set by lawmakers.

Source: Today's Hunter Southeast

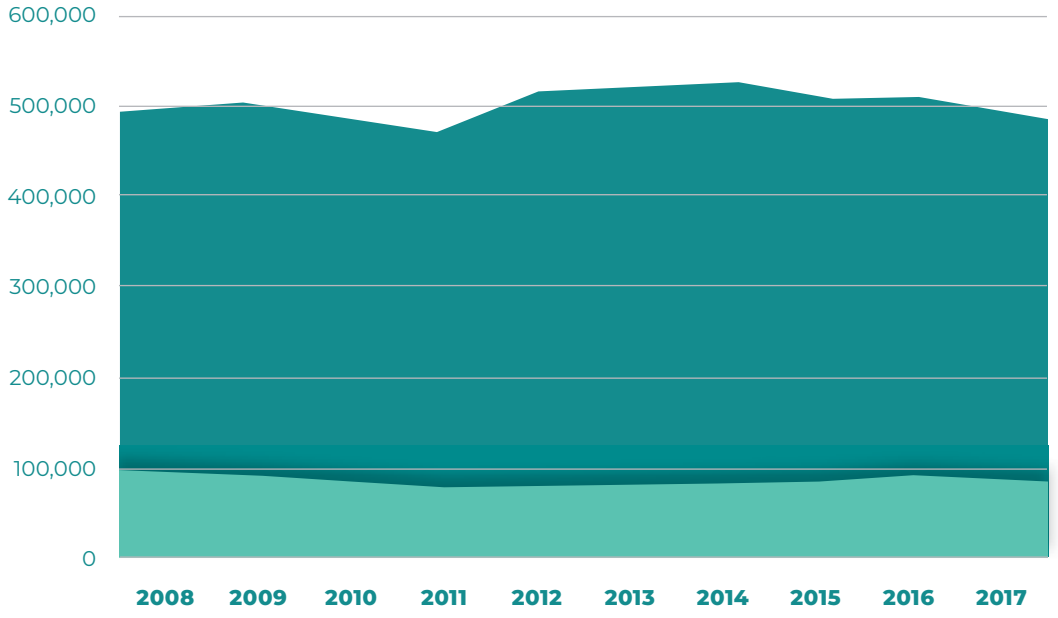


Passenger pigeon flock being hunted in Louisiana
Illustrated Sporting and Dramatic News - Wikimedia Commons

APPENDIX 3

KENTUCKY FISHING LICENSE SALES

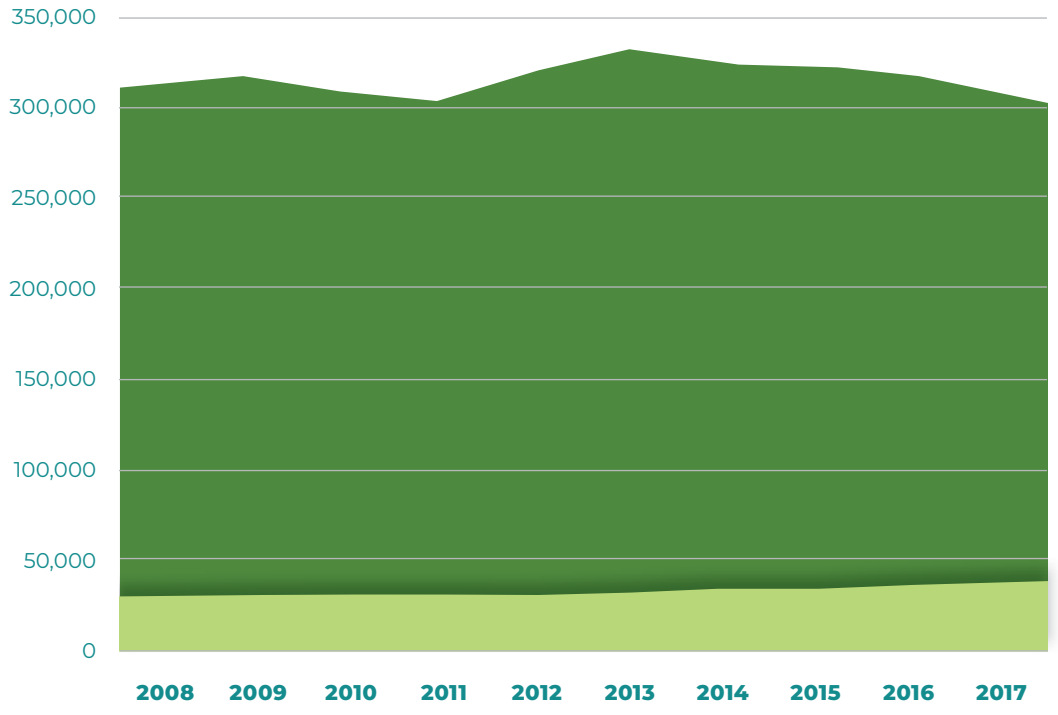
Resident vs. Nonresident



Source: Kentucky Department of Fish and Wildlife Resources

KENTUCKY HUNTING LICENSE SALES

Resident vs. Nonresident

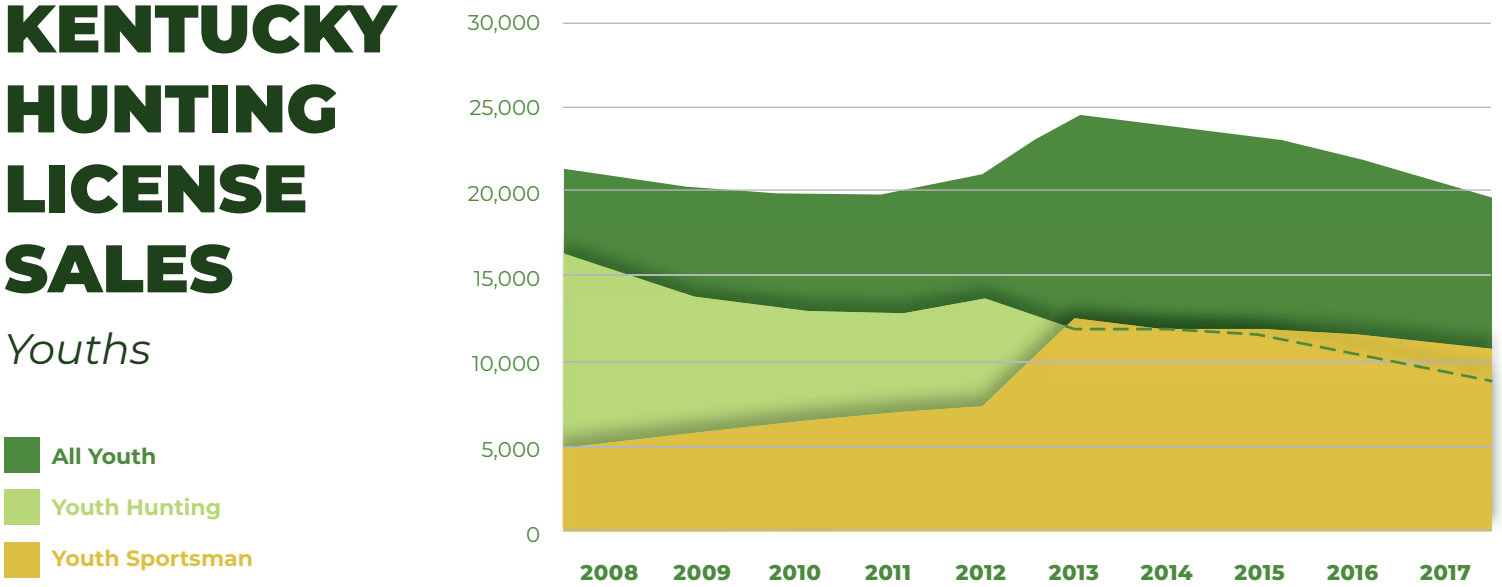


Source: Kentucky Department of Fish and Wildlife Resources

APPENDIX 3 *(continued)*

KENTUCKY HUNTING LICENSE SALES

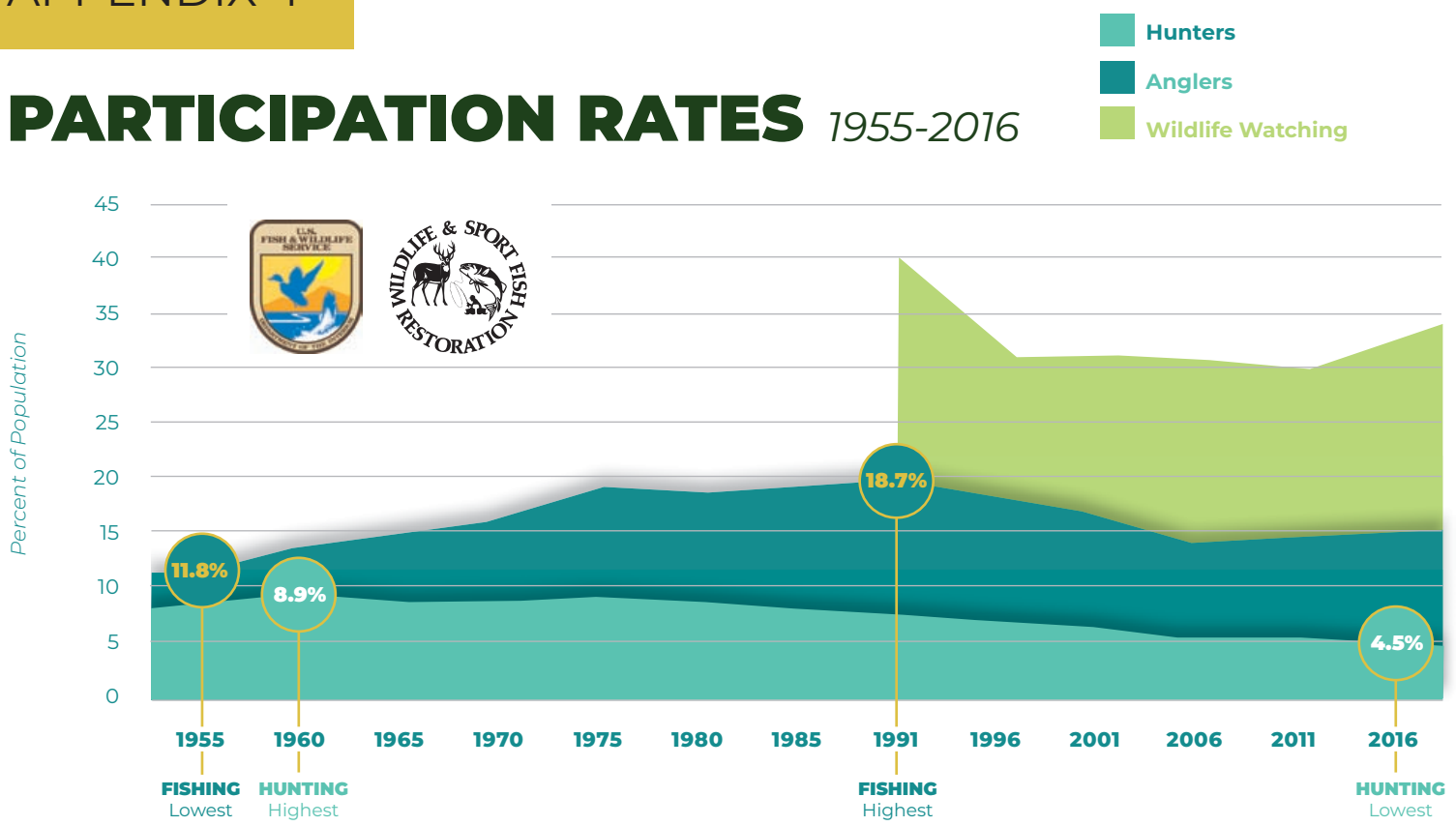
Youths



Source: Kentucky Department of Fish and Wildlife Resources

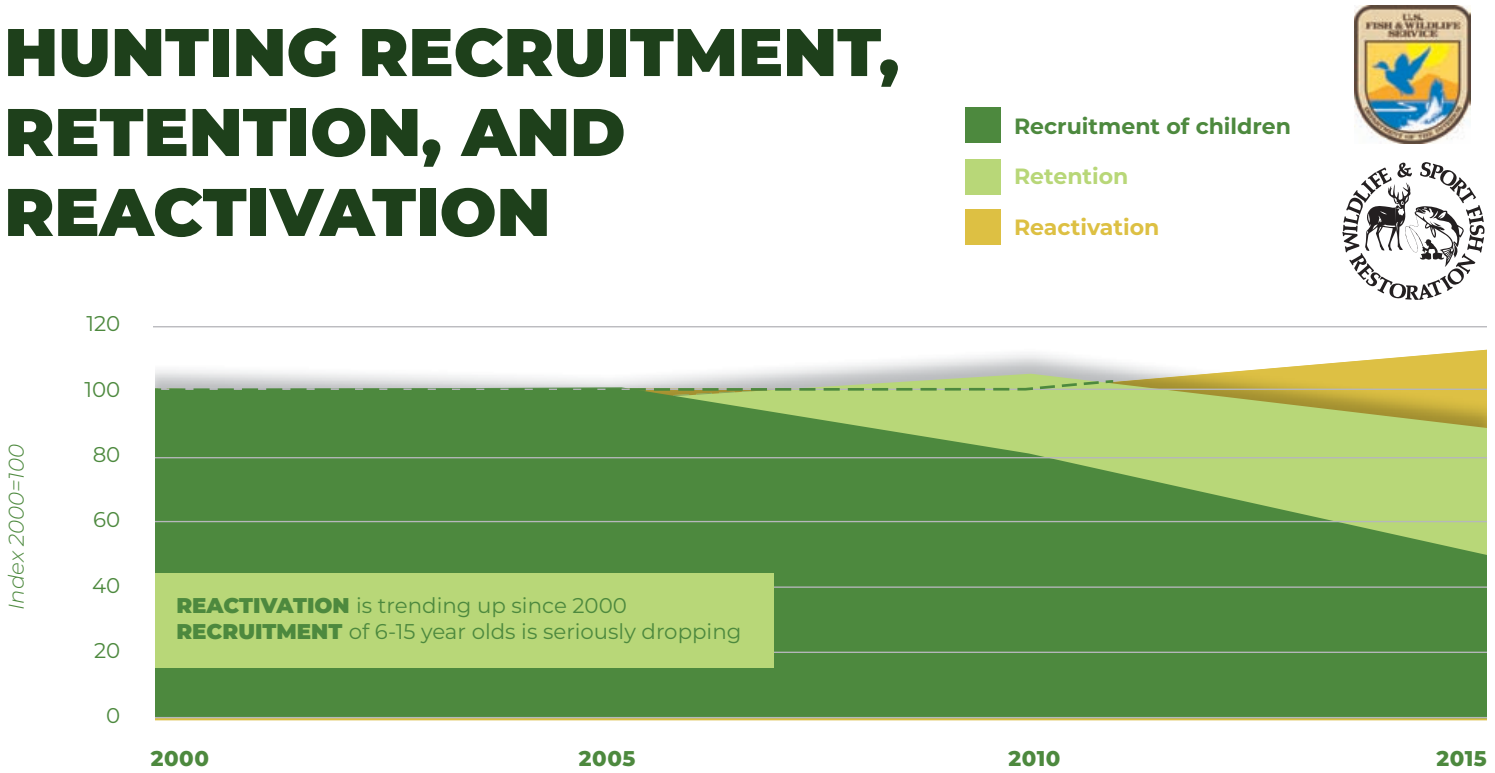
APPENDIX 4

PARTICIPATION RATES *1955-2016*



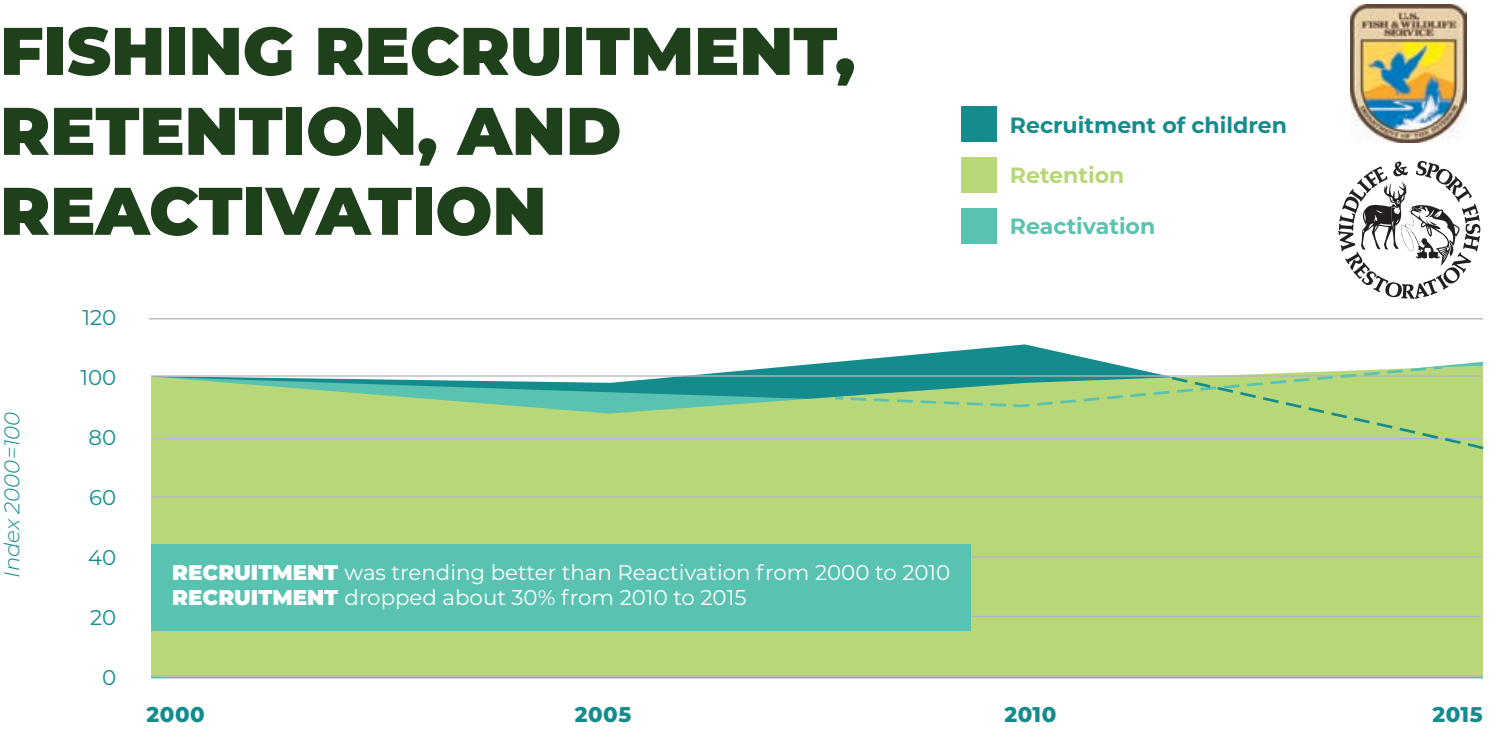
Source: National Survey of Fishing, Hunting & Wildlife-Associated Recreation, U.S. Fish & Wildlife Service and U.S. Census Bureau

HUNTING RECRUITMENT, RETENTION, AND REACTIVATION



Source: National Survey of Fishing, Hunting & Wildlife-Associated Recreation, U.S. Fish & Wildlife Service and U.S. Census Bureau

FISHING RECRUITMENT, RETENTION, AND REACTIVATION



Source: National Survey of Fishing, Hunting & Wildlife-Associated Recreation, U.S. Fish & Wildlife Service and U.S. Census Bureau

Recruit | Retain | Reactivate

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