

## Appendix 4

### Wildlife Watching

#### Barriers

- Lack of direct transactional interaction
- Culture of agency
- DGIF not perceived as advocate for wildlife watchers

#### Opportunities

- Change the language
- Use technology/communication more effectively
- Develop a deliverable(s) that bring people to us (based on evaluation)

#### Role in R3

Law Enforcement – Ambassadors, support, safety

Outreach – Message development, integration

Wildlife – Provide opportunity, technical, informational

Planning and Finance – Evaluation (ROI), technical program assistance

### Boating

#### Barriers

- No recruitment of new boaters
- Narrow definition of boater
- Find a way to evaluate success

#### Opportunities

- Connect to non-traditional audience
- Developing partnerships
- Continue education for boaters (skills and new technologies)

#### Role in R3

Law – Develop partnerships, content (info, education) instructors, boating access

Outreach – Content strategy, continuing education, and marketing

Aquatics – Content, access

Planning and Finance – Go Outdoors system, strategic planning, funding

Lands and Facilities – Access, information (signs)

### Fishing

#### Barriers

- Lack of strategy: Program awareness/effectiveness, evaluation, measurable outcomes, prioritization
- Resistance to R3 from current agency culture
- Agency culture and time/staff dedication & priority
- Fishing locations/access – for success, esp. new anglers

#### Opportunities

- Capitalize on partnerships (SP's, NGO's)
- Urban outreach + improve access – may include diverse population
- Direct/focused/informed marketing

#### Role in R3

- Aquatics - Work collaboratively among divisions + prioritize R3
- Law – balance discretion, education, enforcement
- Outreach - Promotion/marketing, partnerships and training

## Appendix 4

### Recreational Shooting

#### Barriers

- Appropriate access
- Agency commitment
- Lack of knowledge and connectivity to shooting sports industry

#### Opportunities

- Clearinghouse for RS info/events/training
- Construction of recreational ranges
- Establish relevancy with RS community

#### Role in R3

Wildlife – Create connection between hunting and shooting sports world

Aquatics – Bow fishing

Outreach – Promotion/marketing, partnerships and training

Land/design – Planning of ranges

Law – Information and communication

### Hunting

#### Barriers

- Lack of DGIF unity in vision and approach
- Unable/unwilling to invest in non-traditional audiences
- Lack of capacity to achieve scale

#### Opportunity

- Better engagement with partners
- Connecting efforts together (internally & externally)
- Aligning marketing efforts to new emerging social values as it relates to hunting

#### Role in R3

Wildlife – Provide the science to R3, also align operations to support R3

Law – Take R3 efforts local

Outreach – Conduct marketing, and/or support R3 programs/events.

Tom - Facilitate VA wild grant to include R3

### Overall

#### Barriers

- Lack of defined, measurable outcomes
- Lack of specificity of outcomes
- Lack of connection between programs and between the agency
- Need for effective decision making for R3
- We can't do everything, but do programs.

#### A-HA Moments

- We do a lot of stuff, but we don't know what impact we are having.
- General lack of evaluation (inconsistent)
- Missed Opportunities with constituents
- Lack of shooting sports R3
- Lack of boating trial opportunity
- Lack of reactivation efforts
- Lack of fishing retention efforts
- Increase new audiences