



MAFWA

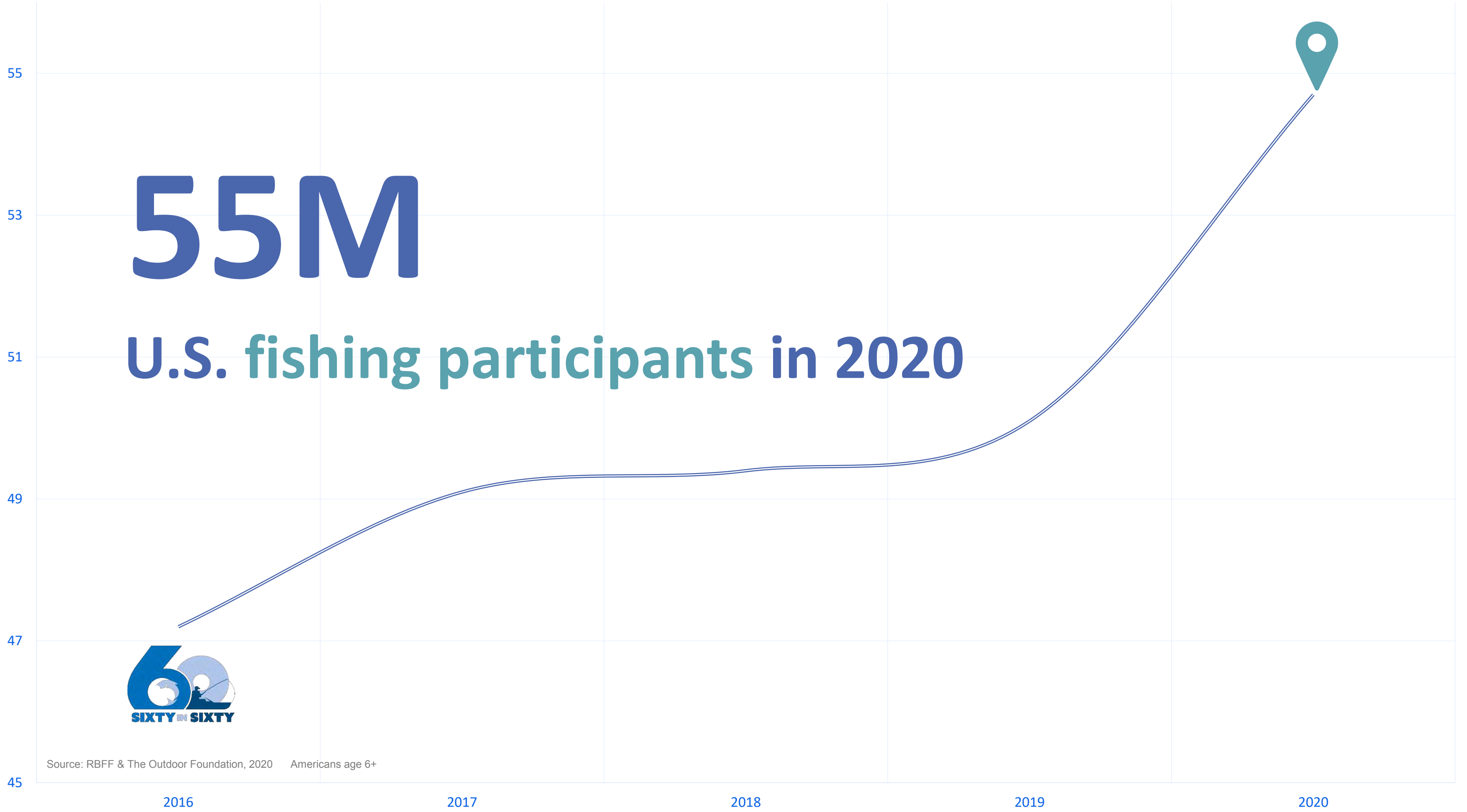
June 28, 2021

55M

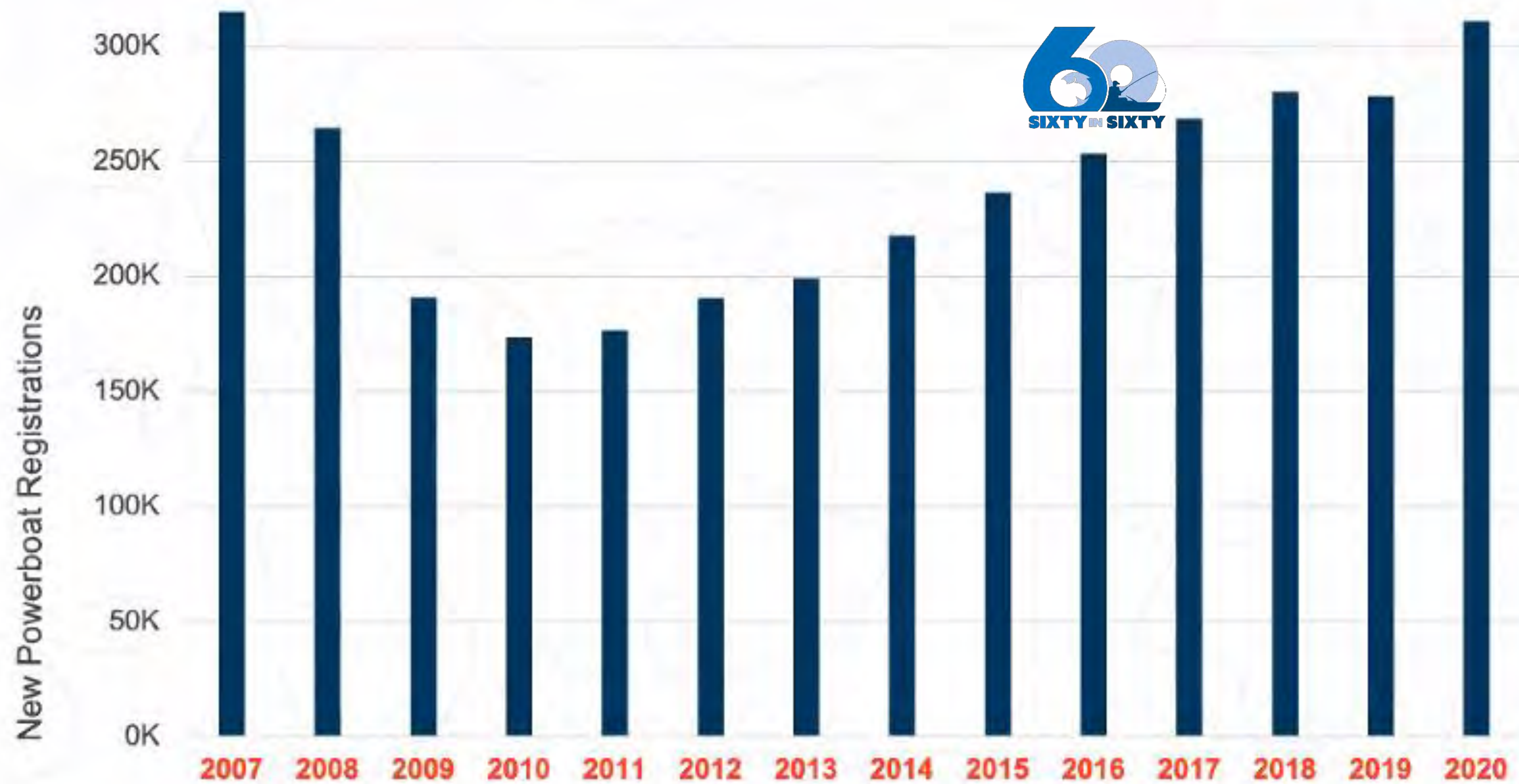
U.S. fishing participants in 2020



Source: RBFF & The Outdoor Foundation, 2020 Americans age 6+



New Boat Sales Reached 13-Year High in 2020



Source: National Marine Manufacturers Association

Participation Strong Among Key Segments



13.5M Youth

Highest rate since 2007



19.7M Female

36% of all fishing
participants



4.8M Hispanics

All-time high; double the
number in 2007

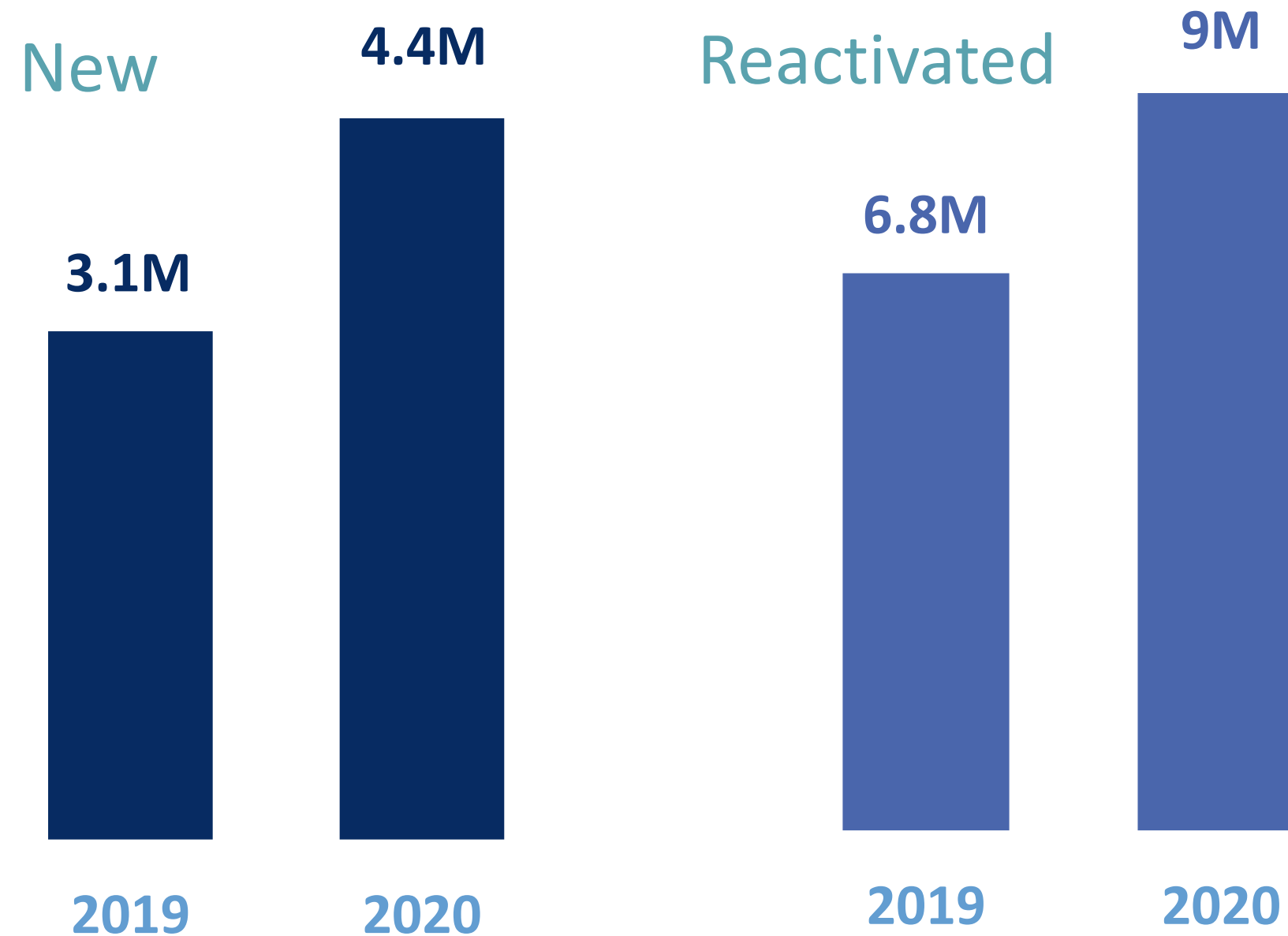


3.1M African American

Up 1 million in last 10 years



New & Reactivated Participants Up



Newcomers Increasing

4.4 million went fishing for the first time in 2020



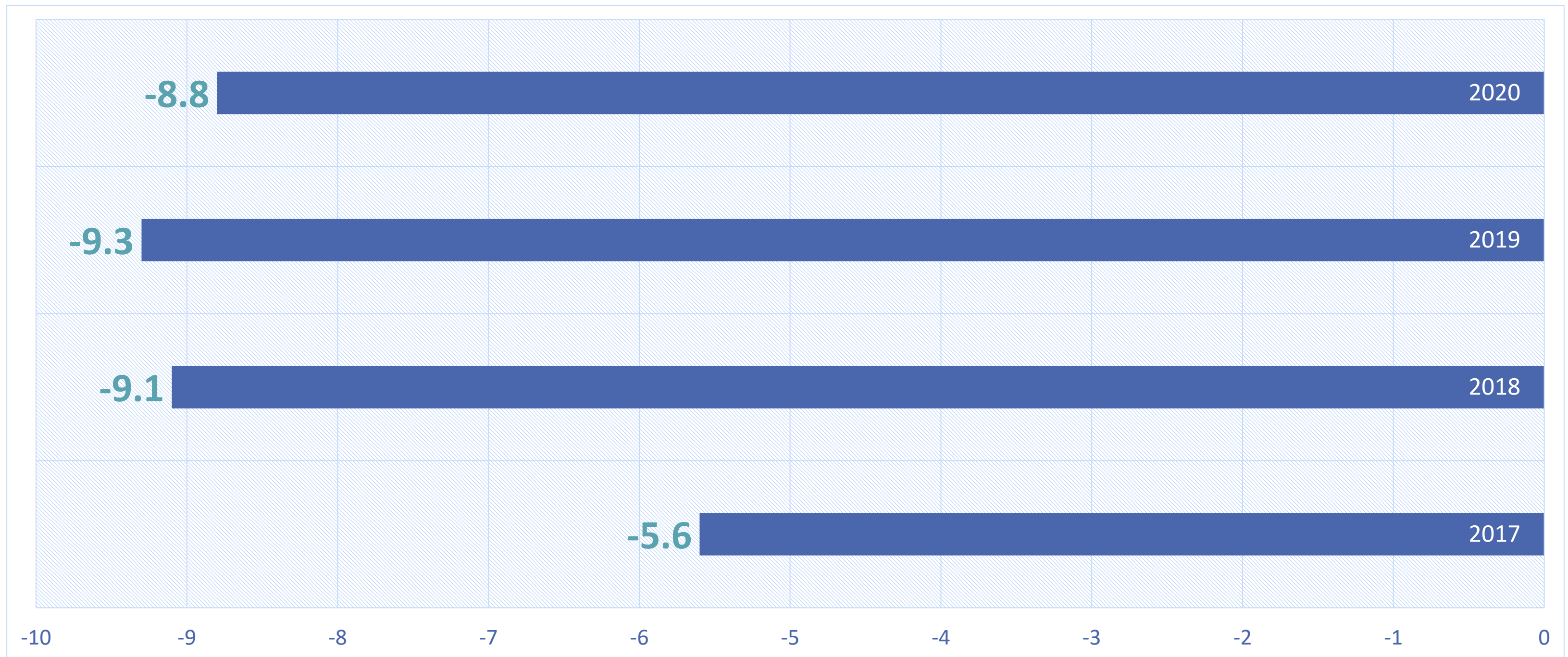
More Anglers Reactivated

9 million anglers returned to the sport in 2020 after lapsing out



Source: RBFF & The Outdoor Foundation, 2020 Americans age 6+

Still Losing Anglers at a Very High Rate



Source: RBFF & The Outdoor Foundation, 2020 Americans age 6+

2020's New Anglers & Boaters



Young



Diverse



Urban



Source: RBFF and Ipsos, 2020

More information at takemefishing.org/WhosOnBoard

54M

Visits to digital
assets; a **196%**
increase

\$7M

In PSA
placements

2M+

Referrals to state
agency sites for
license and
registration info

3M+

More fishing
licenses sold in
2020

Opportunity for Continued Growth in Fishing & Boating



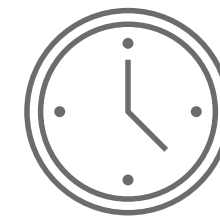
Appreciation

69% of Americans
have a renewed
appreciation for the
outdoors



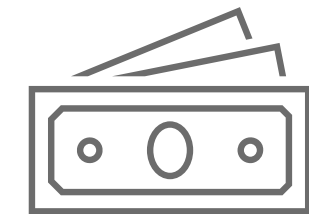
Safety & Sanity

65% of Americans
have turned to
outdoor activities to
stay “safe” and “sane”



More Time

Less time commuting
to work has allowed
more time for
activities such as
fishing and boating



Ready to Spend

Americans are gearing
up for a spending free-
for-all; many were able
to save more money
than normal



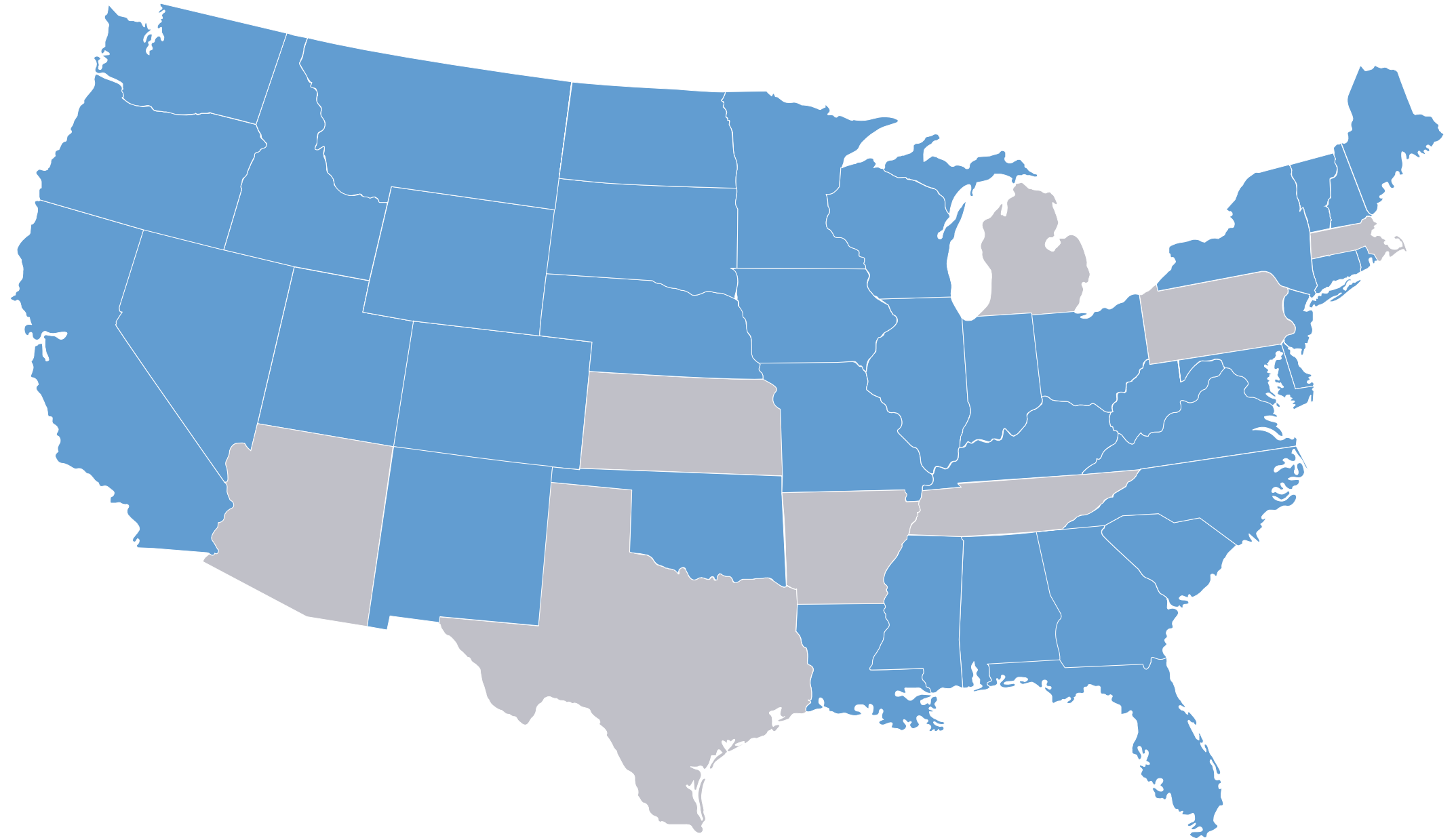
Source: Harris Poll

Digital Marketing Techniques to Increase Angler Participation

AFWA Multi-State Conservation Grant

- 8 states
- Requested \$40K/state (\$320K total) in grant
- RBFF match: \$120,000
- State match: \$80,000

**= \$65K/state for
marketing campaign!**



State Digital Marketing Multistate Grant

Texas Parks & Wildlife Department used digital IDs to target lapsed fishing license buyers, including hunting/fishing combo buyers.

TPWD was able to isolate the effect of advertising and accounted for \$146,000 in incremental revenue.



State R3 Scorecard

Focus



Continue to Follow
AFWA
Recommendations



Keep R3
Recommendations
Top of Mind



State Angler R3
Scorecard

Year 3 Results Continue to Show a Shift in Agency
Commitment and Resources Toward R3

State Education & Conservation Programs



Adopt A Lake

Community Fishing Education
Habitat Enhancement
Trash Removal



Mobile First Catch Centers

CT, DC, GA, KS, MA, NE, NM, NY,
OK, PA, TN, VA, & WA!

Under Construction: AL, AZ, CA, FL,
IL, NC, & WI



「Thank You」



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MAFWA Update Mid-America Monarch Conservation

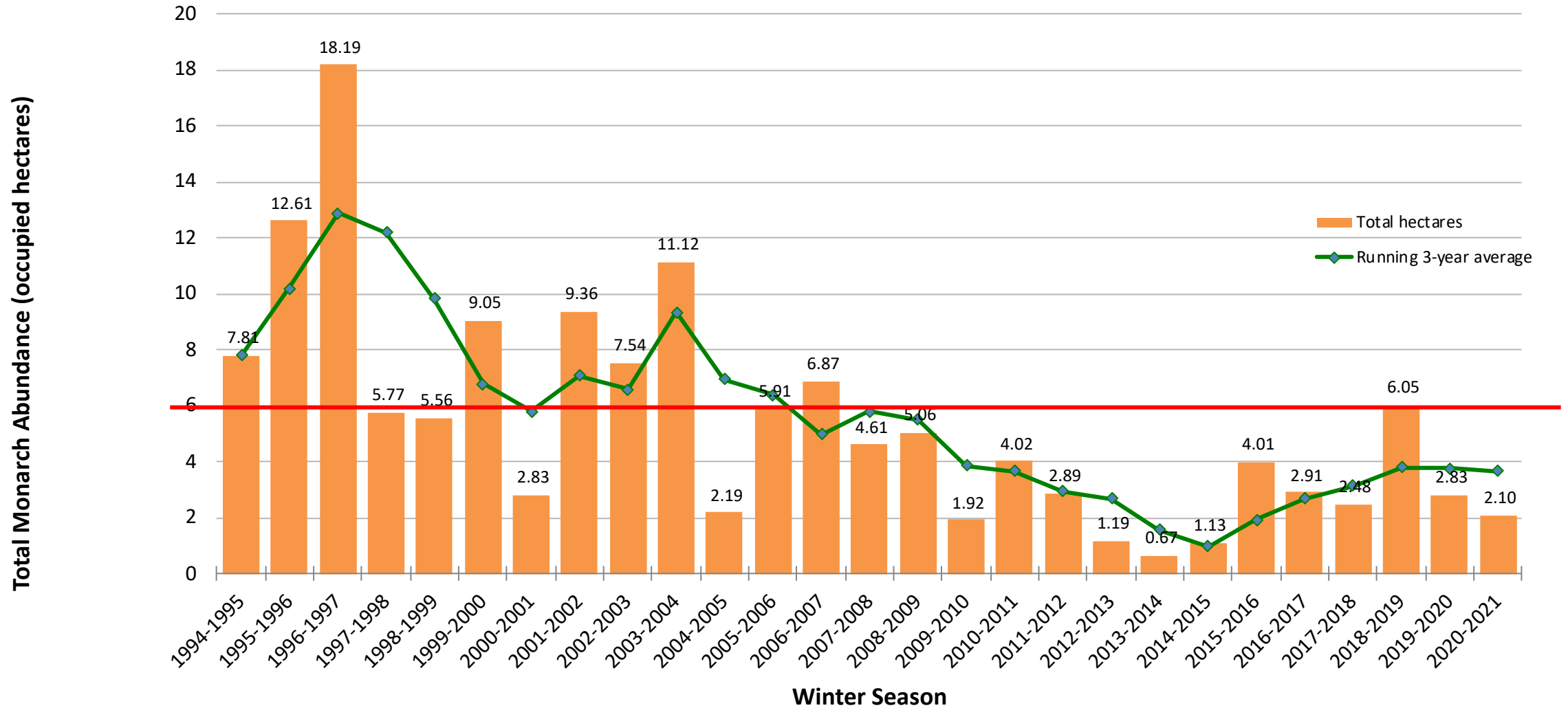
June 30, 2021

MAFWA Annual Directors' Meeting

Photos: Ed Boggess

Monarch Overwintering Area - Mexico

With 3-Year Running Average



Western Monarch Thanksgiving Count

Total Abundance Estimates w/ Number of Sites Monitored
from 1997-2020

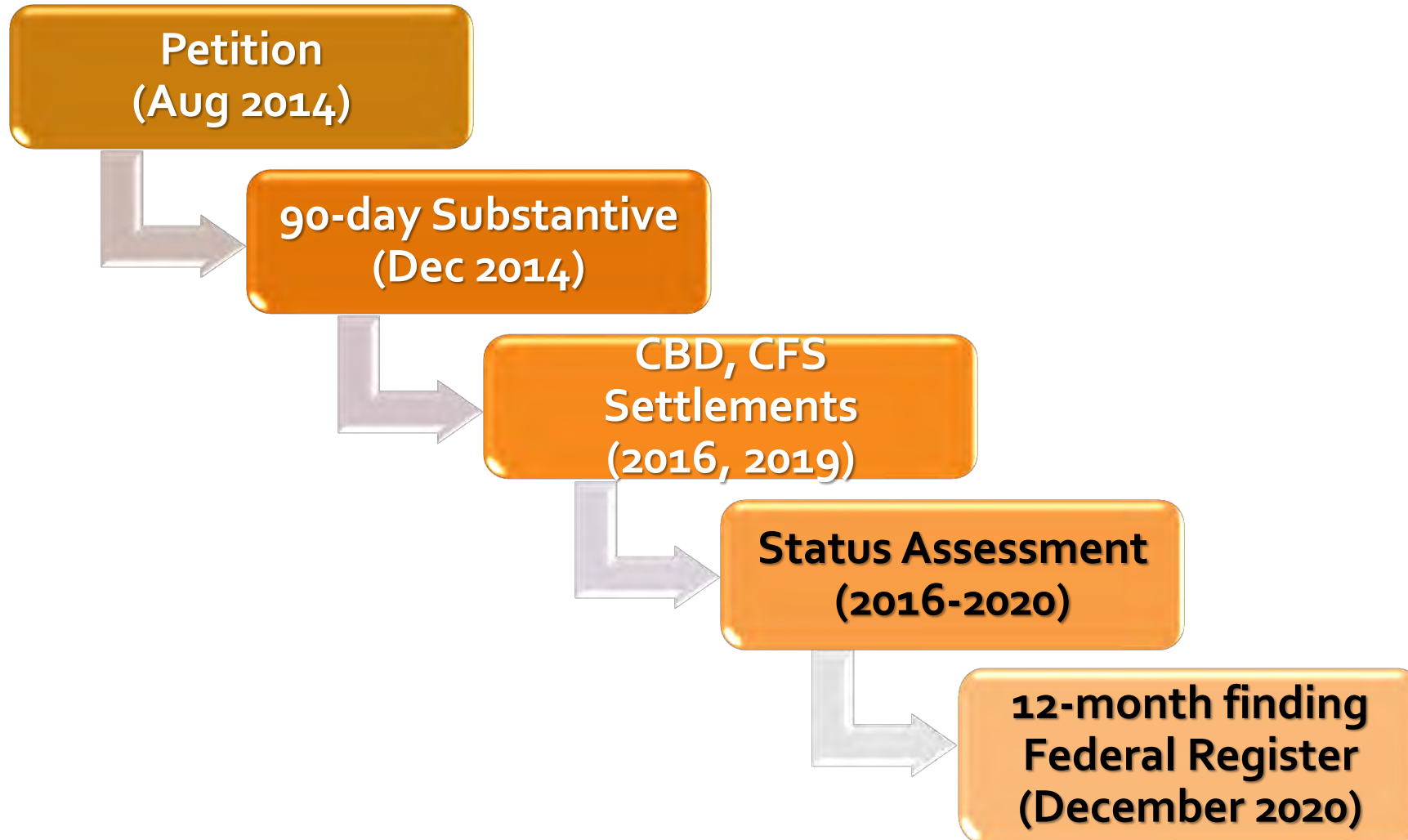
(Xerces Society Western Monarch Thanksgiving Count 2020)

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www.westernmonarchcount.org

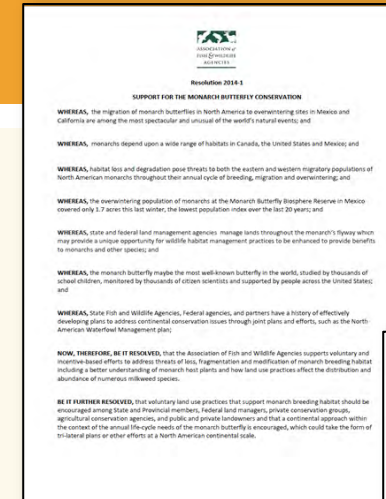


Monarch and the Endangered Species Act



MAFWA, AFWA, USFWS Support of Midwest Monarch Conservation

- Aug 2014 – Monarch listing petition
- Sep 2014 – AFWA monarch conservation resolution
- March 2015 – AFWA and USFWS “Joint Memorandum Regarding Collaborative Efforts to Conserve the Monarch Butterfly and Other Native Pollinators”
- October 2015 – AFWA report “*State Fish and Wildlife Agency Activities to Benefit the Monarch Butterfly*”



MAFWA, USFWS, States, and NFWF Funding Support Mid-America Monarch Conservation

- 2015 – MAFWA and USFWS support for initial monarch conservation scoping workshop – Des Moines, October 2015
- 2016-present – MAFWA/USFWS Cooperative Agreement
 - USFWS support for MAFWA monarch conservation liaison and states' meetings and monitoring (2016-2019)
 - Ongoing liaison and technical coordinator support as part of MLI MAFWA/USFWS cooperative agreement
- 2015-2020 – National Fish and Wildlife Foundation (NFWF) **with state cash and in-kind match**
 - NFWF I (joint with MAFWA, NWF, PF, AFWA) – support state-level monarch summits and planning
 - NFWF II (joint with MAFWA, NWF, PF, AFWA) – to contract a technical coordinator (Claire Beck) to develop Mid-America Monarch Conservation Strategy and associated support for partner participation
 - NFWF III (joint with MAFWA, NWF, PF, AFWA) – to provide technical and implementation support for Mid-America Monarch Strategy



Monarch listing finding and MAFWA monarch strategy



- **USFWS – December 2020 listing petition finding that monarch listing under ESA is “warranted but precluded”**
 - Monarch now a Candidate species
 - Status will be reviewed annually
 - Plan to proceed with listing rulemaking process beginning in 2024 if still warranted
- **MAFWA - Mid-America Monarch Conservation Strategy**
 - Completed June 2018
 - Scheduled for 5-year review and update 2023
 - Looking at elements of the regional monarch conservation approach that we can enhance over the coming years



What Next? Spring Meeting- MAMCS



- Held 2-day virtual meeting of Mid-America Monarch Conservation Strategy (MAMCS) project participants May 17-18, 2021 to discuss:
 - Implications of December 2020 listing decision
 - Science behind monarch SSA, state of the current monarch science, and what it suggests for monarch conservation strategies and land use sectors in Mid-America region
 - Regulatory implications of listing and potential assurance options or incentives
 - What revisions, process, timelines, and capacity are recommended for the next version of the Mid-America Monarch Conservation Strategy?

Next Steps



- Identifying elements of a potential “call to action” including:
 - What is the role of the Mid-America Strategy and associated State plans in addressing the listing finding conclusions?
 - Are there modifications to the strategy, state plans, or “the Mid-America regional conservation approach” that could potentially lead to a “not warranted” listing finding?
- Developing a timeline and approach for review and update of Mid-America Monarch Conservation Strategy, associated plans, and/or implementation and monitoring strategies
- Holding follow-up discussions with states and Service on potential next steps that may address elements of species status assessment findings, implementation, monitoring, reporting, and regulatory assurance
- Will be reconvening Mid-America Monarch Strategy Board (all MAFWA State Directors or Designees + Texas, Oklahoma, Arkansas and NEAFWA rep.)
 - Review proposed next steps on needs around Strategy revision, process, capacity, implementation, and timelines
 - Revisit Monarch Board leadership, governance, and meeting schedule structure.

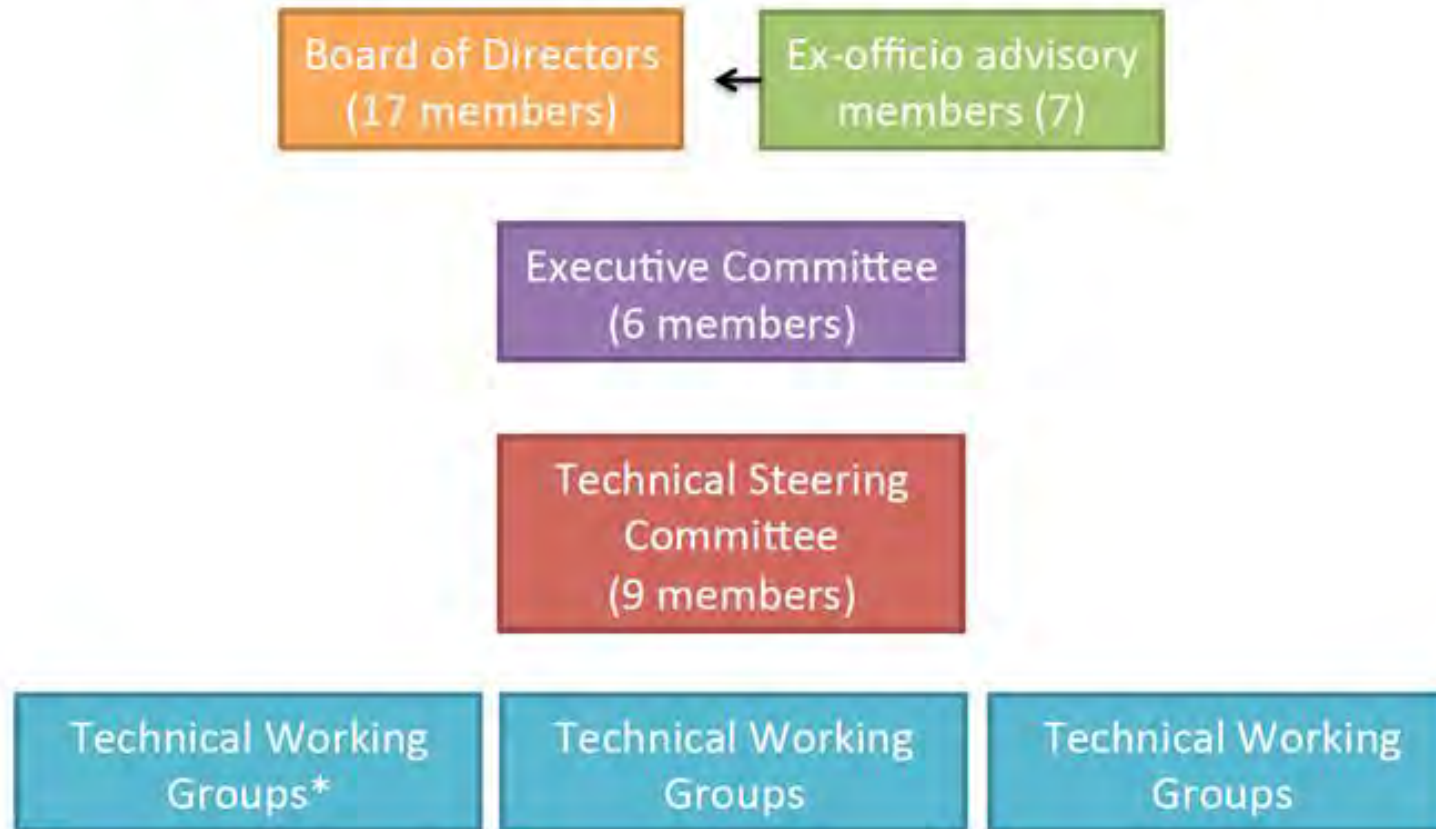


Questions?

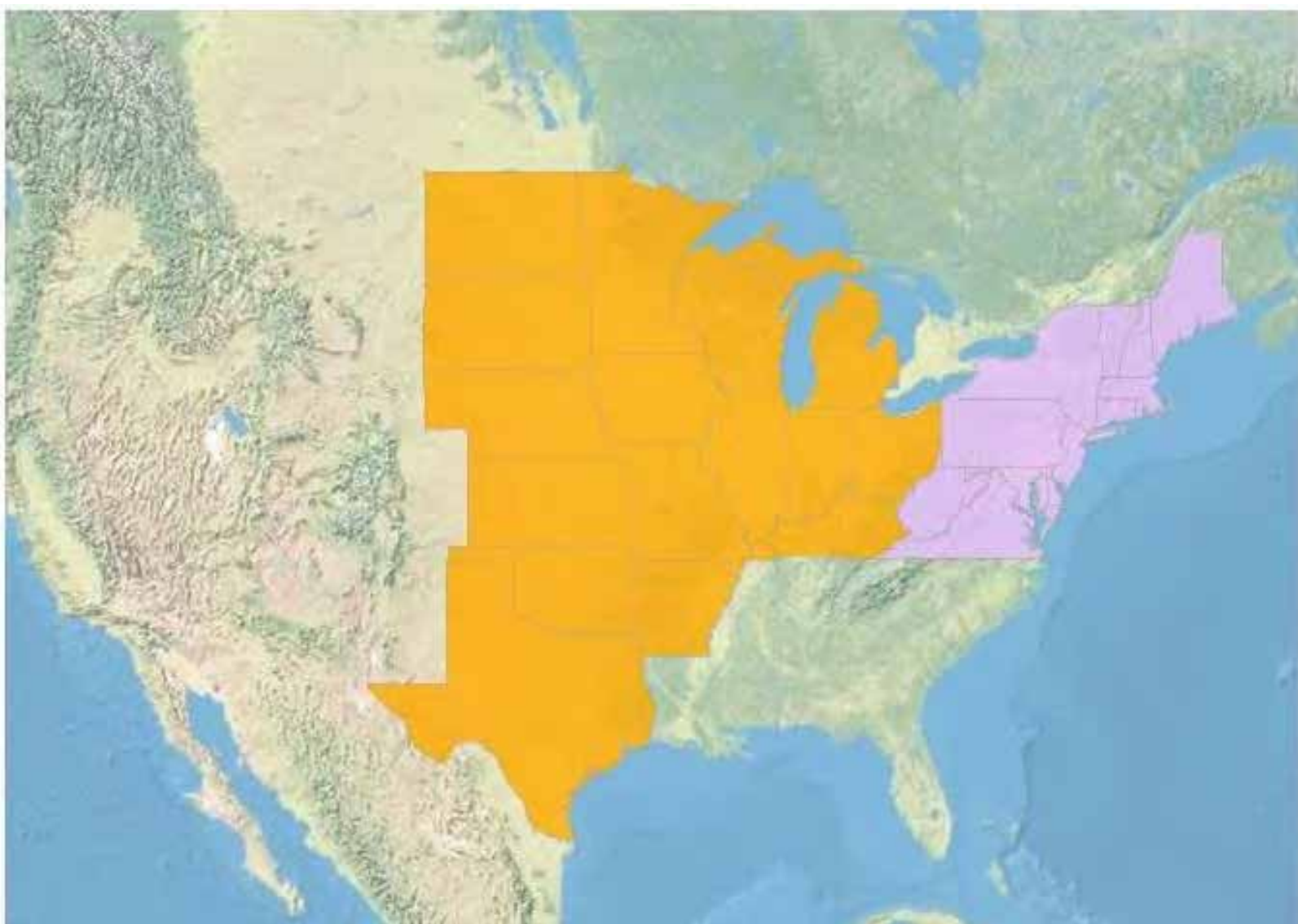
Claire.Beck@dnr.ohio.gov

Ed.Boggess@state.mn.us

Structure and Governance



* Current Technical Work Groups: Habitat Allocation (north core); Habitat Allocation (south core); Agriculture/Private Working Lands; Public and Private Conservation Lands; Rights-of-Way; Urban Conservation and Engagement; Education and Outreach; Science, Monitoring and Adaptive Management; Policy.



National Wild Pheasant Conservation Plan Update



Contributors to Plan Coordinator's Third Term (2022-2024)



Joint Partnership Meeting, North Dakota, October 2019



National Wild Pheasant Conservation Plan

Second Edition
2021



Selected Contents:

- Prioritized work items for Coordinator and partnership (9 ongoing, 16 new)
- Current estimates of state-specific and national pheasant hunter participation and expenditures
- Key considerations for estimating return-on-investment when choosing among management interventions
- Estimates of pheasant habitat contributions to selected ecological services (e.g., carbon sequestration)
- State-specific and national trends in nesting habitat abundance (CRP, small grains, pasture, grass hay, and alfalfa) and pheasant populations during 1990-2019 (i.e., the 30-year CRP era)
- State-specific and national estimates of individual habitat contributions to pheasant production
- State-specific and national estimates of habitat acres needed to meet state-determined pheasant conservation goals
- National CRP enrollment needed to satisfy state and national nesting habitat goals

Subject: Action Requested
 Chronic Waste Disease Value Stream Mapping Event
 Outcomes and Implementation

Date: June 24, 2021

The purpose of this memorandum is to provide information about the outcomes of a Value Stream Mapping (VSM) Event held in December of 2019 to coordinate activities concerning Chronic Wasting Disease in the Midwest region and to recommend the following actions:

1. The establishment of an Ad Hoc Committee of the MAFWA Board to: enhance and expand external communications; improve internal coordination among the members and with other federal agencies and partners; design and pursue an economic impact study; develop funding and management plans; recommend a shared position statement; and evaluate the need for a dedicated coordinator.
2. Board support for the development and continued iteration of shared information, research and funding resources with organizations within and outside of MAFWA.
3. Board support of member states assembling, sharing and disseminating credible information; holding annual meetings with neighboring states to improve information sharing and planning; entering into agreements with neighboring states to enhance coordination, as needed; and designating a CWD coordinator or point-of-contact to improve information flows.

More detailed information about the VSM outcomes and recommendations are included in the attachment following this memo.

BACKGROUND

The Midwest Landscape Initiative (MLI) is a forum comprised of state fish and wildlife agencies of the Midwest Association of Fish and Wildlife Agencies (MAFWA) and related regional US Fish and Wildlife Service directors and staff, intended to align efforts to the extent practicable around shared priorities. Chronic Wasting Disease (CWD) is a shared concern of the MLI leadership, who recognize that many organizations and agencies are engaged in research and the identification of best management approaches in addressing CWD.

In December 2019, a group of MAFWA and FWS representatives participated in a Value Stream Mapping (VSM) effort to make recommendations to improve efforts to act consistently, share consistent messages and direct limited resources to more effectively address CWD across our various jurisdictions in the MAFWA region. The event yielded a set of recommendations, which were presented to MAFWA Board members in October of 2020 (Recommendations). This document represents a proposed implementation plan for MAFWA to address those Recommendations.

PROBLEM STATEMENT

CWD continues to be found in more locales within and outside the MAFWA region. Efforts to address the disease are primarily specific within the state where it occurs. Management, communication and research responses are largely bound by the affected state's legal authority, cultural legacies of deer management within that state, and financial/staffing resources. MLI, as a forum intended to align efforts on landscape-level and interjurisdictional issues within the MAFWA region, was asked to make recommendations to improve the consistency of management actions across MAFWA states and to align messaging efforts while improving the efficiency and sustainability of strategies to control the prevalence and spread of this disease.

IMPLEMENTATION PLAN OBJECTIVES

- Provide approaches that enable MAFWA members and committees to implement the strategies identified in the Recommendations while providing needed flexibility to address the Recommendations and additional needs as they arise into the future
- Identify areas of greatest need for further/improved collaboration (intra, interagency and external partners/stakeholders)
- Develop, or detail what should be included in a framework for communication of research, legal authorities, and prevention and management needs occurring across or arising from complex multi-jurisdictional issues

IMPLEMENTATION PLAN:

The Recommendations below encompass the outputs of the VSM. Implementation will require robust engagement with the groups represented on the initial team and others to ensure the methods of implementation for these recommendations are effective, efficient, and articulated in such a way to be of the greatest value to MAFWA states.

RECOMMENDATIONS

1. MAFWA Board should establish a CWD Working Group, an ad hoc committee of MAFWA as defined in the MAFWA Bylaws, subject to annual re-authorization and the following charge:
 - a. The CWD Working Group will be comprised of members of the MAFWA Wildlife Health, Deer and Turkey, and the Human Dimensions Committees (provided that the MAFWA Directors approve the latter's formation as proposed). The chairs of those committees will be responsible to designate three representatives from their respective committees to this CWD Working Group; however, they are hereby instructed to include among their three representatives those that were involved in the VSM and/or the development of this Implementation Plan in the interests of consistency.
 - b. Sara Parker Pauley, the Missouri Director of Conservation and Sponsor of the VSM, will be the Director's Liaison for the Working Group in its first year, and she will lead this Working Group or delegate leadership responsibilities to one of her staff.
 - c. This CWD Working Group will have the responsibility to make regular reports, including any recommendations, to the MAFWA Executive Committee and MAFWA Board regarding actions that could or should be undertaken pursuant to this charge. The CWD Working Group has the authority to seek the advice of experts, both within the region, nationally and internationally, to inform its work; however, the CWD Working Group has no authority to expend funds or enter into agreements for such.
 - d. The CWD Working Group will address the following:
 - i. With respect to external communications:
 1. Assist MAFWA with change management support and public engagement in an effort to design and amend CWD management strategies, public engagement and communication strategies that incorporate and build public will and buy in, specifically through:
 - a. Identifying what information is available and what varies from state to state and using these discussions to evaluate management actions and potentially identify additional science needs.

- b. Reviewing existing surveys and/or soliciting input from a group(s) of influential hunters, landowners and industry representatives from across the MAFWA region, and crafting general MAFWA messages, which individual states could tailor to their individual circumstances.
 - c. Partnering with industry groups and media personalities who are regarded as trustworthy by the public to communicate key messages.
 - 2. Continue to support or provide recommendations for shared CWD information resources and consistent state-specific information, such as the Research Projects Webpage Wildlife Management Institute has been developing or others in development. Explore applications or web-based systems where wildlife and disease professionals can communicate in real time about activities and efforts ongoing, questions arising, etc.
 - 3. Using the WMI CWD Research Projects Webpage as a guide, conduct a gap analysis of ongoing or relatively recent CWD national and regional research, with a particular focus on human dimensions and connecting the general public to the basic messages and with input from deer management and disease management professionals, alike.
- ii. With respect to internal coordination:
 - 1. Expand upon existing networks and encourage formal communications among the MAFWA Wildlife Health, Deer and Turkey Committee, and forming Human Dimensions Committees, and with their member states and partners.
 - a. Provide a forum for the committees to meet (I.e., meet formally or informally and virtually or in person) to discuss shared priorities and make recommendations regarding actions or funding needs to the MAFWA Board.
 - b. Clarify committee roles related to CWD and coordination within MAFWA as well as with any other regional and national efforts.
 - 2. Identify additional opportunities for dialog and feedback between the MAFWA directors and the CWD Working Group and committees; modify existing or recommend new forums, including expanded virtual forums, or tools to provide for more effective discussion, information and decision making.
 - 3. Recommend methods to engage with the appropriate regional experts within FWS, USDA, US Forest Service and the US

Environmental Protection Agency to coordinate disease management, deer management, identification of research priorities, and impacts of policy decisions (i.e, carcass disposal).

4. Facilitate annual reviews of ongoing CWD activities and research, and discussions of research needed and planning for priority needs. The forum could be the framework currently in development by AFWA, the Midwest Fish and Wildlife Conference, a separate CWD workshop, or the MAFWA Annual Directors' Meeting, with outputs to be shared at MAFWA Annual Directors' Meeting and used to establish regional or multi-state grant priorities.
 - a. Develop and implement a research prioritization and reporting process to coordinate with the CWD research consortium developing out of Michigan State University, as well as others that may form, to reduce duplication of effort but also connect the MAFWA Deer and Turkey Committee to those research discussions.
 - b. Identify existing and new initiatives and efforts related to the management, research and response to CWD, recommendations for how various MAFWA committees should engage or identification of how MAFWA is already engaging them, and make recommendations about how the MAFWA Board should engage those efforts going forward.
 5. Propose methods or provide forums for coordination of CWD grants in the Midwest, where a regional approach would benefit the MAFWA member states.
- iii. Develop a plan, including recommended funding and capacity needs, to conduct the following:
1. Economic Impact Study: seek to understand better economic impacts to agencies and communities, including landowners, business associated with hunting and wildlife watching and the general public who benefit from conservation investments of hunting, that wildlife diseases, and in particular CWD, may pose in terms of reduced herd size or reduced hunting opportunities, in an effort to expend communication and justify management actions. To the extent possible and relevant, MAFWA should engage in existing national or regional efforts underway to accomplish the same. The study should:
 - a. Document current state-by-state expenditures on CWD

response, research and management activities.

- b. Document current funding models and opportunities for CWD.
 - c. Coordinate with similar efforts, within, outside or beyond the Midwest region to ensure Midwest issues are accounted for and to avoid duplication of effort where possible, including the potential development of a national wildlife disease surveillance network.
 - d. Identify internal MAFWA funding and capacity needs going forward.
- 2. Long-Range CWD Management Plan: create a long-range, regional CWD management plan that addresses consequences related to CWD, such as declining herds and/or falling revenues due to lack of hunting participation, that will threaten current management approaches to CWD, specifically, and wildlife management, more generally; and identify opportunities to better coordinate management plans and identify additional research needs to address those consequences.
 - a. MAFWA should anticipate that any plan developed would need to be reviewed and updated, as necessary, and as such, should anticipate incorporating regular review into the planning effort.
- iv. By May 1, 2022, establish, and by May 1 annually thereafter, review and update the official position of MAFWA with respect to CWD surveillance and management and present this review for consideration by the MAFWA Board.
 - v. By May 1, 2022 and annually thereafter, review the utility and value of establishing a CWD coordinator position within MAFWA to implement the objectives of the CWD Working Group with the aim of aligning and coordinating CWD response across the MAFWA states.
 - vi. Take other actions and engage other committees and member staff available that it deems necessary to meet the objectives identified above.
- 2. The MAFWA Board should support the development and continued iteration of shared information, research and funding resources with organizations within and outside of MAFWA.
 - a. Participate and fund the development of shared CWD information resources and consistent state-specific information, such as the system Wildlife Management Institute has been developing or others in development, based on recommendation from the CWD Working Group identified above.

- b. Engage with and strongly support existing and emerging CWD Research Consortia through staff participation and seeking grants as needs and interests align.
 - c. Endorse multi-state grant applications development across the MAFWA states.
- 3. Individual member states should consider the following:
 - a. Assembly, sharing and dissemination of success stories and provide information about what actions (or inactions) individuals, landowners and other organizations can take or have taken to slow the spread of CWD. They should also share information about what actions (or inactions) may not have affected the prevalence or spread of CWD.
 - b. Annual meetings among neighboring states to discuss local and interjurisdictional issues related to CWD. Where communication resources are available, consider utilization of such resources to post questions, identify challenges, report progress and respond to others in almost real time.
 - c. Where appropriate, consider the development of Memoranda of Understandings (MOUs) with and among neighboring states to coordinate actions in response to CWD. This could range from information sharing and coordinated regulations on interstate transfers to management tactics to reduce prevalence to coordinated responses to positive cervids along shared borders.
 - d. Designate a CWD coordinator who is responsible to share information, ensure state information on CWD is accurate and provide meaningful input to any shared messaging effort.

PLAN DEVELOPMENT PARTICIPANTS

Mark Chase, US Fish and Wildlife Service
 Scott Hull, Wisconsin Department of Natural Resources
 Will Inselman, Nebraska Game and Parks Commission
 Levi Jaster, Kansas Department of Parks and Wildlife
 Russ Mason, Michigan Department of Natural Resources/Michigan State University
 Bill Moritz, Wildlife Management Institute
 Kelley Myers, MLI Coordinator, US Fish and Wildlife Service
 Bryan Richards, US Geologic Survey
 Kelly Straka, Michigan Department of Natural Resources
 Jason Sumners, Missouri Department of Conservation
 Mike Tonkovich, Ohio Department of Natural Resources
 Mike Wefer, Illinois Department of Natural Resources