

Dedicated Funding for Public Awareness and Education

Public Input and Potential Alternatives

Arizona Game and Fish Commission Meeting
September 21, 2018



Arizona's rich hunting and angling heritage serves as the backbone of wildlife conservation. The Department's goal is **to continue to provide for hunting and fishing opportunities and to expand funding for wildlife conservation.**

The Department's ability to manage wildlife resources and associated recreational opportunities are increasingly dependent on a broad base of public awareness, support, and advocacy.

Many Arizona residents and visitors don't understand Department's role and the need for effective, science-based wildlife management.



Goals

Transparent Public Process - Vet and Evaluate Potential Options for a dedicated funding source for public awareness and education

- Similar to License Fee Simplification process
- Discretionary Sources

Build and Maintain an Informed Public

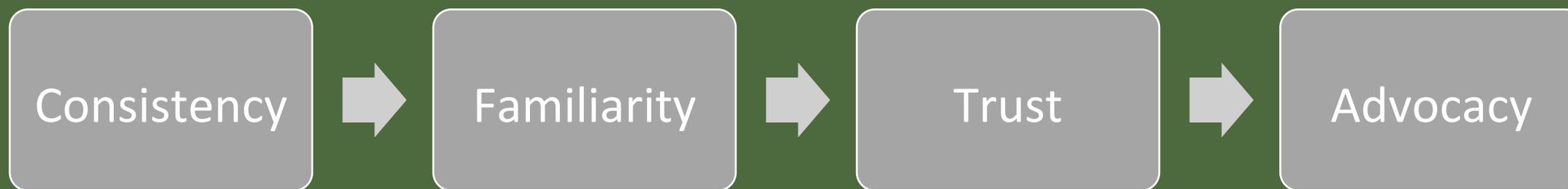
- Support and advocate for Department, mission, and management authorities
- Inoculate the public against misleading or inaccurate messaging.





CONSISTENCY IS KEY

- Americans are exposed to more than 5,000 marketing messages every day

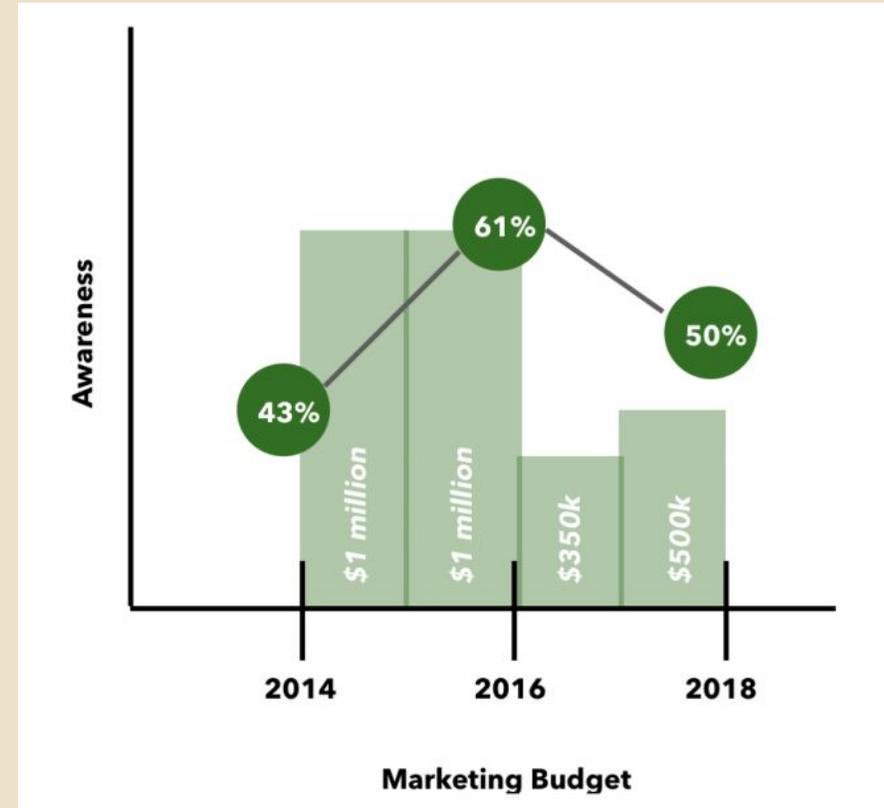


- Consistency is vital to building awareness
 - **Consistency** breeds Familiarity
 - **Familiarity** builds Trust
 - **Trust** builds **Advocacy**

How much funding does Department anticipate needing to build and maintain public awareness, support, and advocacy?

To sustain an effective, statewide public outreach campaign, Department anticipates needing ≈ \$1.5 to \$2 million annually.

- Consistency *is* key
- Protect investment
- Build on existing momentum
- Why ≈ \$\$?



Funding Estimates

	\$500,000	\$1 million	\$1.5 million	\$2 million
Reach	Offline - Phoenix only Online - Statewide	Offline - Phoenix, Tucson and some N. Arizona Online - Statewide	Offline - Phoenix, Tucson and N. Arizona Online - Statewide	Offline - Phoenix, Tucson and N. Arizona Online - Statewide
Audiences	ENG ONLY	ENG with SPA social only	ENG with SPA social & digital	ENG & SPA
Timing	7 months	Yearlong for online Dedicated flights for offline	Yearlong for online Dedicated flights for offline	Yearlong
Tactics	Digital Outdoor Online Display Paid Social Satellite Radio (one station) Search Mobile	TV Digital and Static Outdoor Online Display Paid Social Satellite and Terrestrial Radio (multiple stations) Search Mobile Direct Mail	TV Digital and Static Outdoor Online Display Paid Social Satellite and Terrestrial Radio (multiple stations) Search Mobile Direct Mail	TV Digital and Static Outdoor Online Display Paid Social Satellite and Terrestrial Radio (multiple stations) Search Mobile Direct Mail



MORE FUNDING = MORE OPPORTUNITIES

More Tactics, More Touchpoints (online and offline)

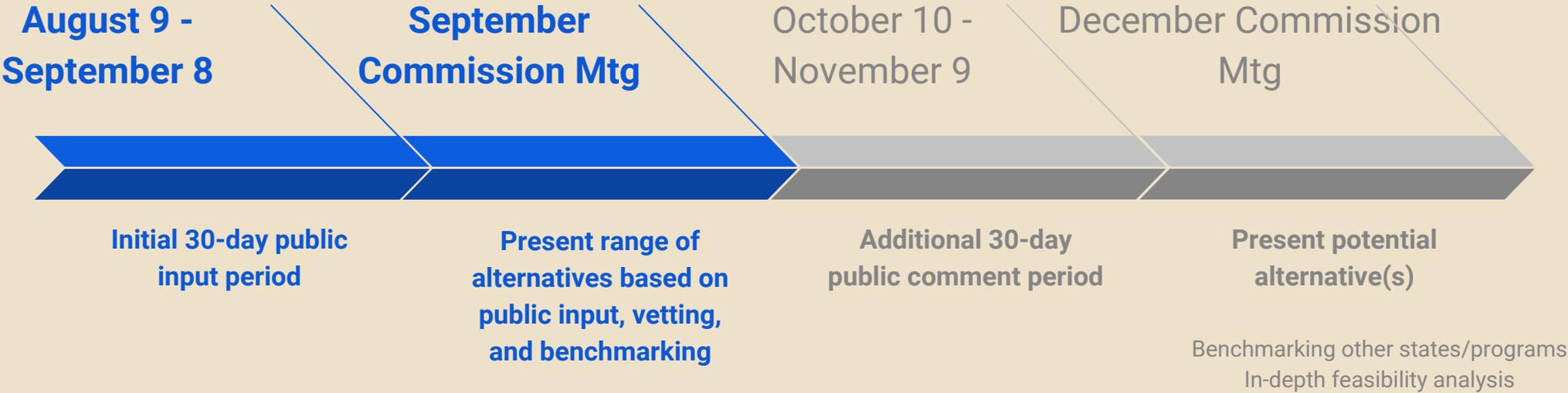
- Expand Audience Reach
 - Offline Efforts - currently PHX only, digital/social in all markets
 - Include Spanish - language dominant audiences

Expand Message

- Highlight more of what we do
 - Staff, Water for Wildlife, LE, Rescues, and Events



Current Public Input Process and Timeline



Note: implementation may be 1-2 years out (depending on need for statutory/rule change)



Initial Public Comment Period

Dedicated Web Page
Email: ideas@azgfd.gov

FAQs - Dedicated Funding for Outreach, Education and Public Awareness

Q: *Why is the Commission seeking a dedicated funding source for outreach, education and public awareness?*

A: It is increasingly important for the public to understand and support the Department's mission to conserve and protect wildlife in Arizona. Though people appreciate wildlife in many ways and generally agree that it enhances their quality of life, many Arizona residents and visitors do not realize the role that the Arizona Game and Fish Department plays in managing the State's wildlife or even the need for effective, science-based wildlife management. Our goal is to build and maintain an informed public that not only supports but advocates for the Department, its mission, and management authorities. Consistent statewide messaging is necessary in making the Department, and its functions, familiar to the public.

Consistency is key, especially in a state like Arizona with high net migration rates ('Migration to and from Arizona, A Report from the Office of the University Economist', May 2016, W.P. Carey School of Business, Arizona State University: [ASU Migration Report](#)). Based on the 2015-2016 migration, birth, and death rates, for every 3 people coming into AZ's population, approximately 2 go out. [Internal Revenue Service (migration): [IRS Link](#) and U.S. Department of Commerce, Census Bureau (population) and Arizona Department of Health Services - Vital Statistics Trends in Arizona: [AZ Vital Stats](#)] In addition, Maricopa County saw biggest population growth in the nation, adding over 222 people per day in 2016.

Familiarity builds trust, and trust builds advocacy. To achieve this, a consistent, long-term, funding source for education, outreach, and public awareness is necessary.

Q: *What kind of funding source ideas is the Department looking for?*

A: The Commission has directed the Department to consider any and all discretionary funding sources and options.



Dedicated Funding Source for Public Awareness Education

Game and Fish wants your ideas on establishing a funding source dedicated for outreach, education and public awareness – **Comments Received to Date**

FAQs – Dedicated Funding for Outreach, Education and Public Awareness [PDF]

The Arizona Game and Fish Department is seeking public input on ways to establish and maintain a discretionary, dedicated funding source for Department outreach, education and public awareness efforts. All suggestions will be considered, except for those targeting fee or license increases.

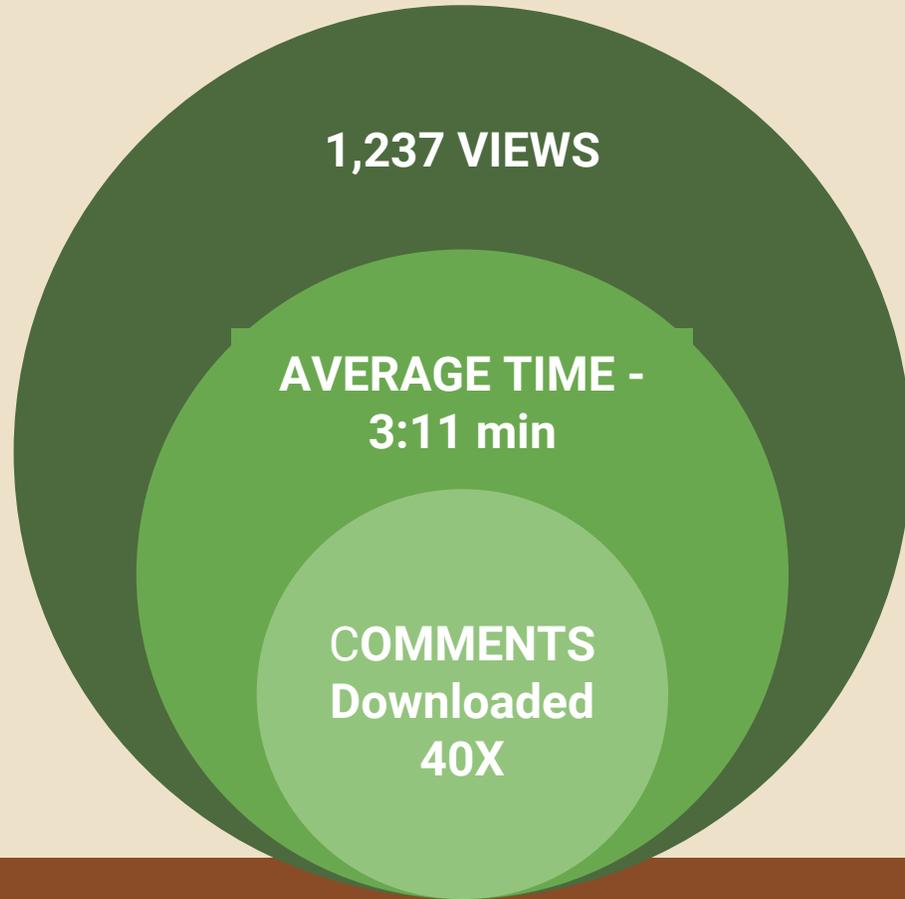
A webcast can be viewed at <https://youtu.be/pWzMi2o8sEE>.

Wildlife enjoys overwhelming public support in Arizona, but most Arizonans don't necessarily understand how the state's wildlife resources are managed or who manages them. It's important for Arizonans to know about, and understand, the Department's mission in conserving and protecting the state's 800-plus wildlife species —

- Main Page: top carousel and news section
 - 3 News Releases
- Direct Emails to over 50,000 Constituents



Web Page Analytics



Received \approx 40+ Ideas

THANK YOU

Thank you for submitting your idea(s) to establish a dedicated funding source for a consistent public awareness and education strategy. Your participation in this initial public comment period is invaluable, and will shape our process moving forward!

The Arizona Game and Fish Department will present a range of potential funding strategies/alternatives based on your input at the Commission Meeting on September 21st (8am - 2188 W. Country Club Drive in Overgaard, AZ). You can attend the meeting or view it via webcast at www.azgfd.gov/commission. All ideas/comments received have been shared with the Commission and the public at www.azgfd.com/agency/dedicated-funding-source/.

Based on Commission direction, the Department will begin an additional public process to further analyze select alternatives.

Your continued participation is critical, so please check the web page above for updated information as we move forward.

*Sincerely,
The Arizona Game and Fish Department*



General Evaluation Criteria for Funding Source Ideas/Proposals

1	Is it Appropriate? YES/NO	<ul style="list-style-type: none">• Discretionary• Relevant to Public Awareness and Education Funding• Untenable Adverse Internal or External Impacts
2	Is it Sustainable? LOW - MEDIUM - HIGH	<ul style="list-style-type: none">• Long Term Source of Revenue• Meets target of \$1.5 - 2M OR<ul style="list-style-type: none">○ Can be Combined with Another Approach• Department can Implement/Maintain with Current<ul style="list-style-type: none">○ Resources○ Staff
3	Is it Feasible? LOW - MEDIUM - HIGH	<ul style="list-style-type: none">• Can be Implemented within Current Law• Necessary Technology and Tools are Available• Implementation Timeline in Near Future• Legislative/Budgetary Oversight in Place• No Other Prohibiting Factors



Not Considered Based on Initial Evaluation Criteria

Idea	Example
Non Discretionary	License/application fee increases, taxes, etc. Mandatory stamps
Non Revenue Generating	Marketing/other ideas
Off-topic	More senior opportunities

<https://www.azgfd.com/agency/dedicated-funding-source/>



Ranked 'LOW' Category Based on Initial Evaluation Criteria

Idea	Example
Low Feasibility	State Land Permit Lottery dollars
Low Sustainability	Special lifetime license under age 5 Naming rights to Commission properties
Low Revenue	Optional Conservation Stamp Photo Contest EXPO parking charge Sell calendars, maps, t-shirts, etc.

<https://www.azgfd.com/agency/dedicated-funding-source/>



Ranked 'MEDIUM' Category Based on Initial Evaluation Criteria

Funding Source	Conditions	Sustainability	Feasibility
Big Game Tag	Further Analysis Required - Impacts to existing programs and allocation details (biology, area, timing, numbers, etc.)	Potential to Generate Sufficient Revenue Long Term. Impacts Dependent on Further Analysis, Benchmarking, Public Support, etc.	Likely to require statutory change.
Bonus Point	Further Analysis Required - Details of program (Species, Expiration, Price Point, etc.)	Potential to Generate Sufficient Revenue Long Term. Likely to be achievable with current staff and resources.	Likely to require rule change.



Current Public Input Process and Timeline



Note: implementation may be 1-2 years out (depending on need for statutory/rule change)



Thank You

