

Dedicated Funding for Public Awareness and Education

Public Input and Potential Alternatives

Arizona Game and Fish Commission Meeting

December 7, 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 is 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.



Overarching 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

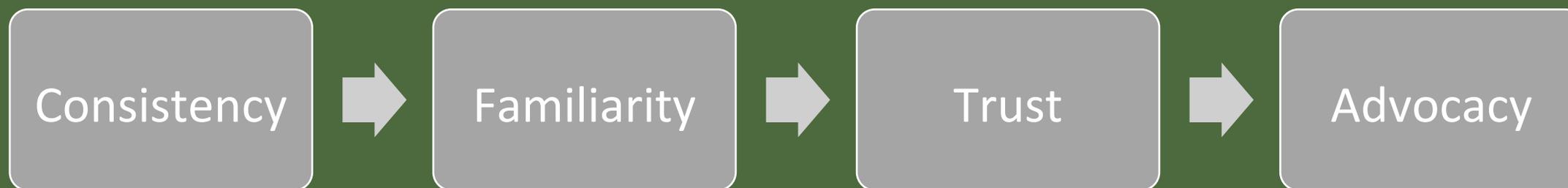
- Support and advocate for Department, mission, and management authorities
- Inoculate the public against misleading or inaccurate messaging.





CONSISTENCY IS KEY

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

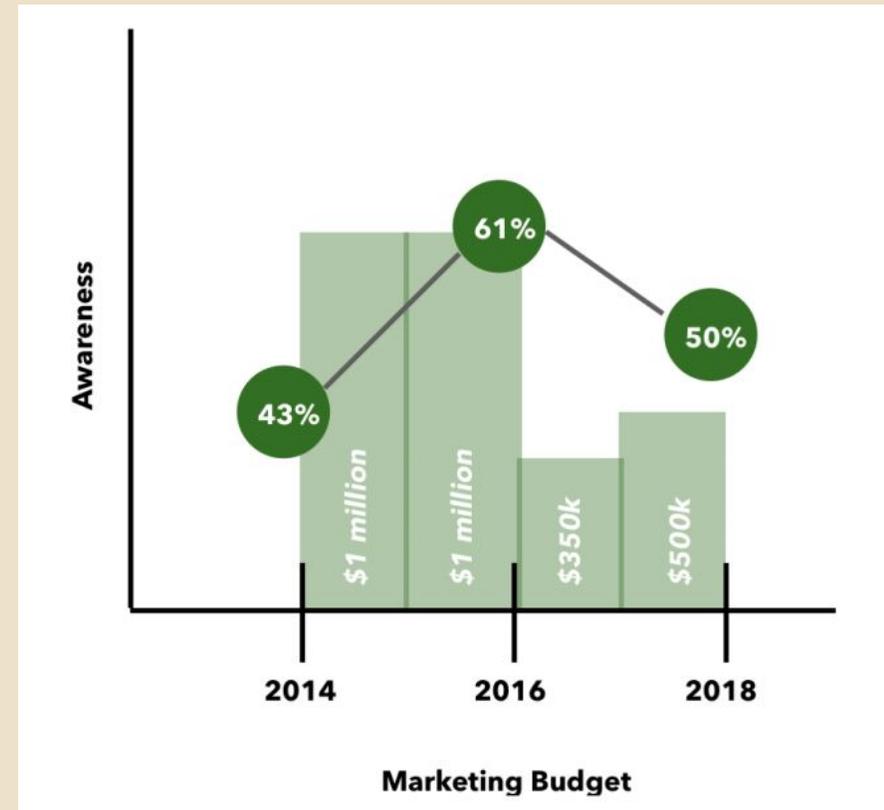


- Consistency is vital to building awareness
 - **Consistency** breeds Familiarity
 - **Familiarity** builds Trust
 - **Trust** builds **Advocacy**

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



Current Public Input Process and Timeline



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





Commission Direction

September Commission Meeting

MOVE FORWARD - ADDITIONAL INFORMATION ON ADDING SUPER BONUS POINTS TO THE CURRENT HUNT REGULATIONS, POINT STRUCTURE

ALSO LOOK INTO OPPORTUNITIES TO MARKET TO GENERAL POPULATION (NOT JUST SPORTSMEN/ WOMEN), FOR EXAMPLE: A CONSERVATION EDUCATION STAMP.

Kickoff Presentation

2nd 30/day Public Comment Period (Oct 19 - Nov 18)

Feedback Opportunities:

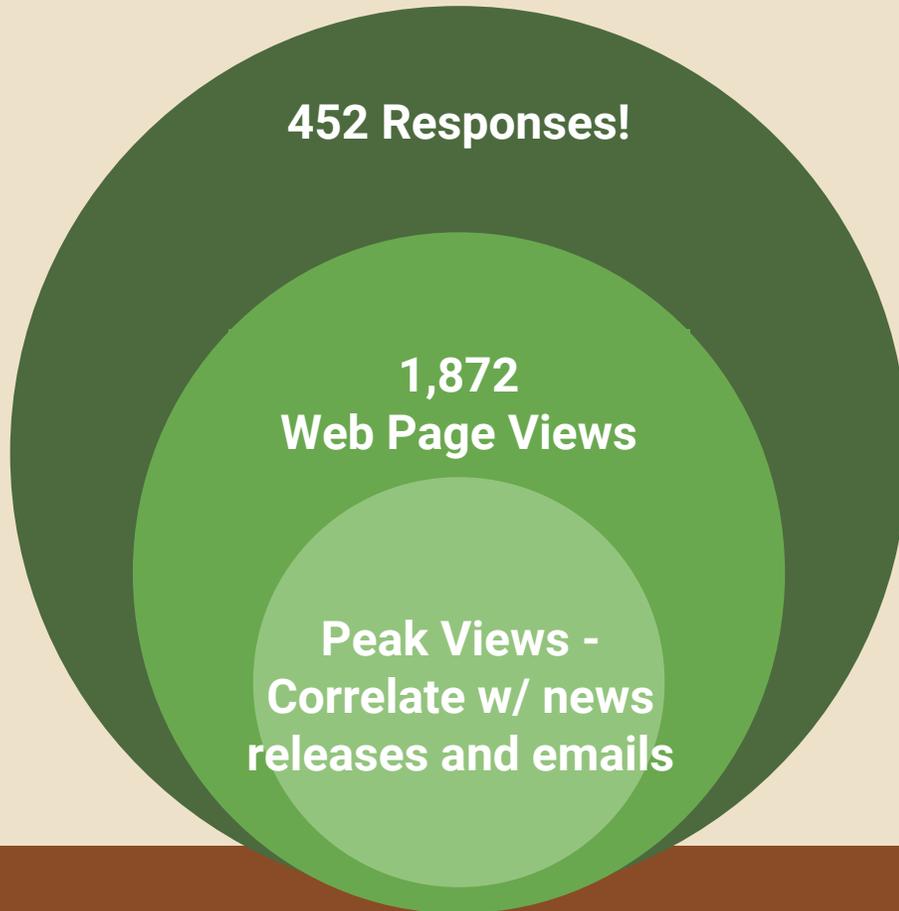
- via 'questions form'
- email at ideas@azgfd.gov



- YouTube Kickoff Presentation
 - Main Page: News Section
 - News Releases
- Direct Emails to over 50,000 Constituents



2nd 30/day Public Comment Period (October 19 - November 18)



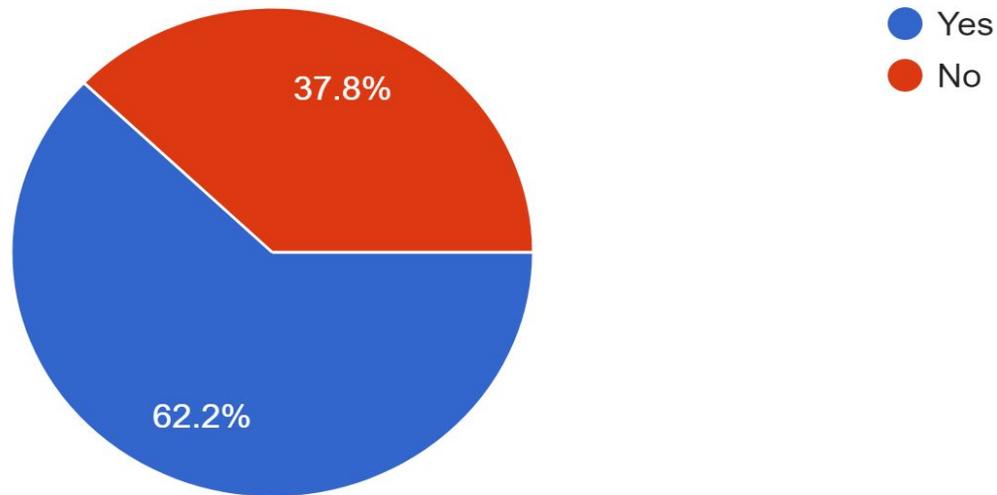
Received **452 Responses** to the
'Questions Form'



'Questions Form' - 452 Responses (Public Comment Period 10/19/18 - 11/18/18)

Would you support adding a new Bonus Point option to the current system to facilitate this strategy?

452 responses



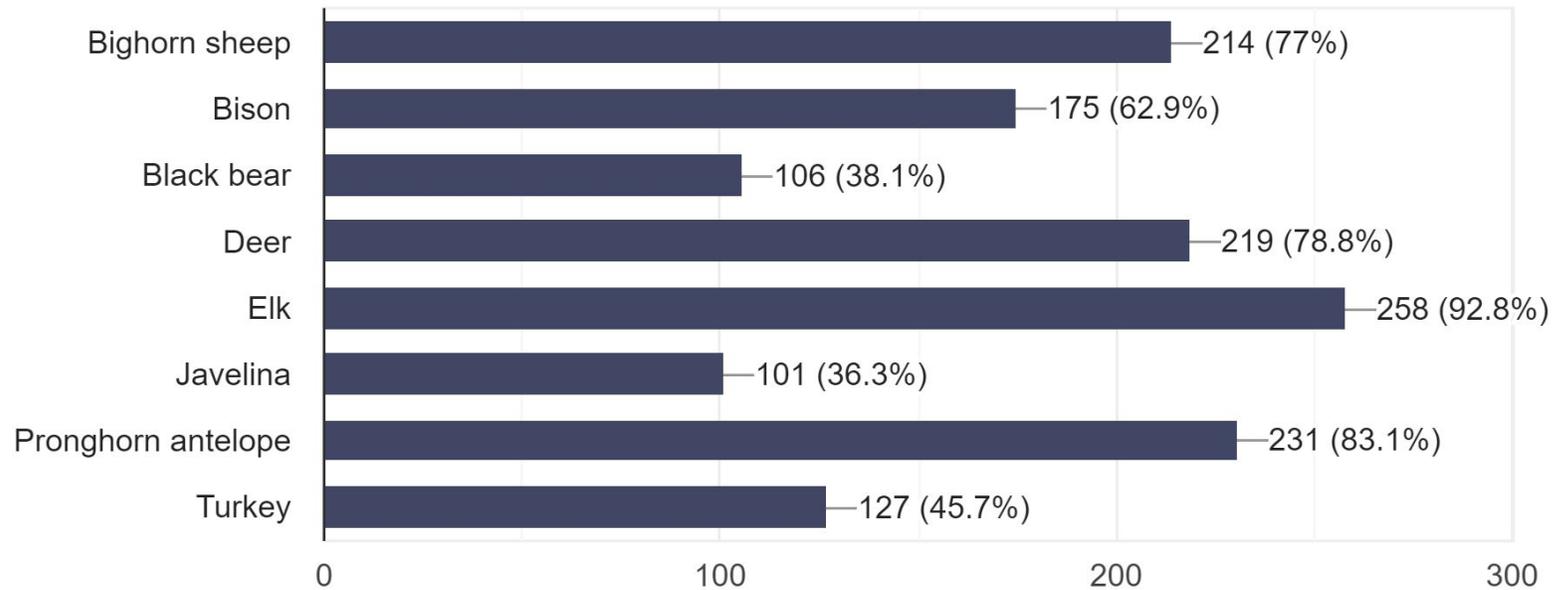
95.6%
Participate in the Draw



'Questions Form' - 452 Responses (Public Comment Period 10/19/18 - 11/18/18)

Which Big Game species do you think the new Bonus Point(s) should be available for each year? Check all that apply.

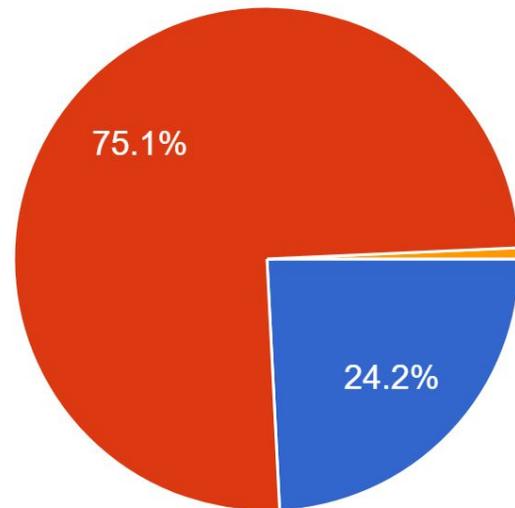
278 responses



'Questions Form' - 452 Responses (Public Comment Period 10/19/18 - 11/18/18)

If offered, how long do you think the new Bonus Point should last after it is purchased?

281 responses



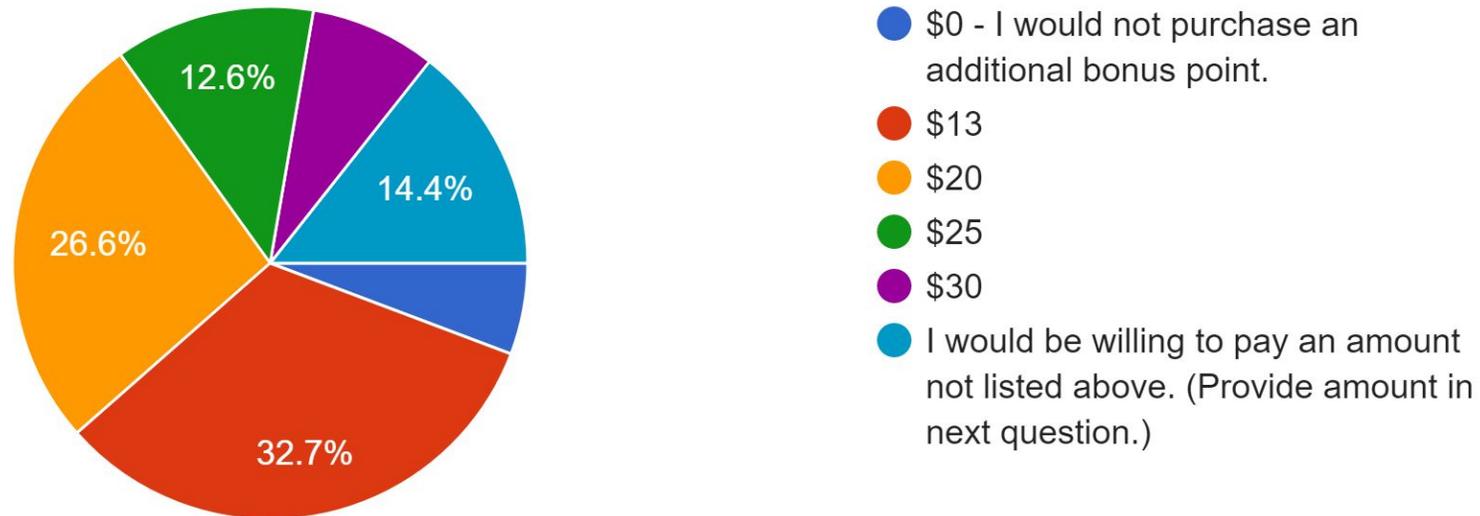
- I think the new bonus point should expire after 1 (one) year.
- I should be able to keep the new bonus point until I am drawn for that species.
- I don't have an opinion.



'Questions Form' - 452 Responses (Public Comment Period 10/19/18 - 11/18/18)

How much are you willing to pay for a new Bonus Point for a single big game species?

278 responses



Super Bonus Point (BP) - Unmodified AWF Proposal

	Revenue Potential	Limiting to Single Species	Cumulative BP (keep BP until drawn)
Concern/Issues	Based on corrected figures, anticipated revenue potential approx. ¼ goal.	BP holders will have to choose 1 species to maintain position, while potentially losing position in other species.	BP holders (especially w/ max BPs) will have to purchase BP to maintain position in draw and will potentially fall behind permanently for all other species.
Potential Enhancements	Offer opportunity to purchase BP for all big game species to increase revenue potential.	Offer opportunity to purchase BP for all big game species. Ability to maintain position for all species.	BP(s) expire after each draw. BP positions reset every year. Allows hunters to maintain their BP position.

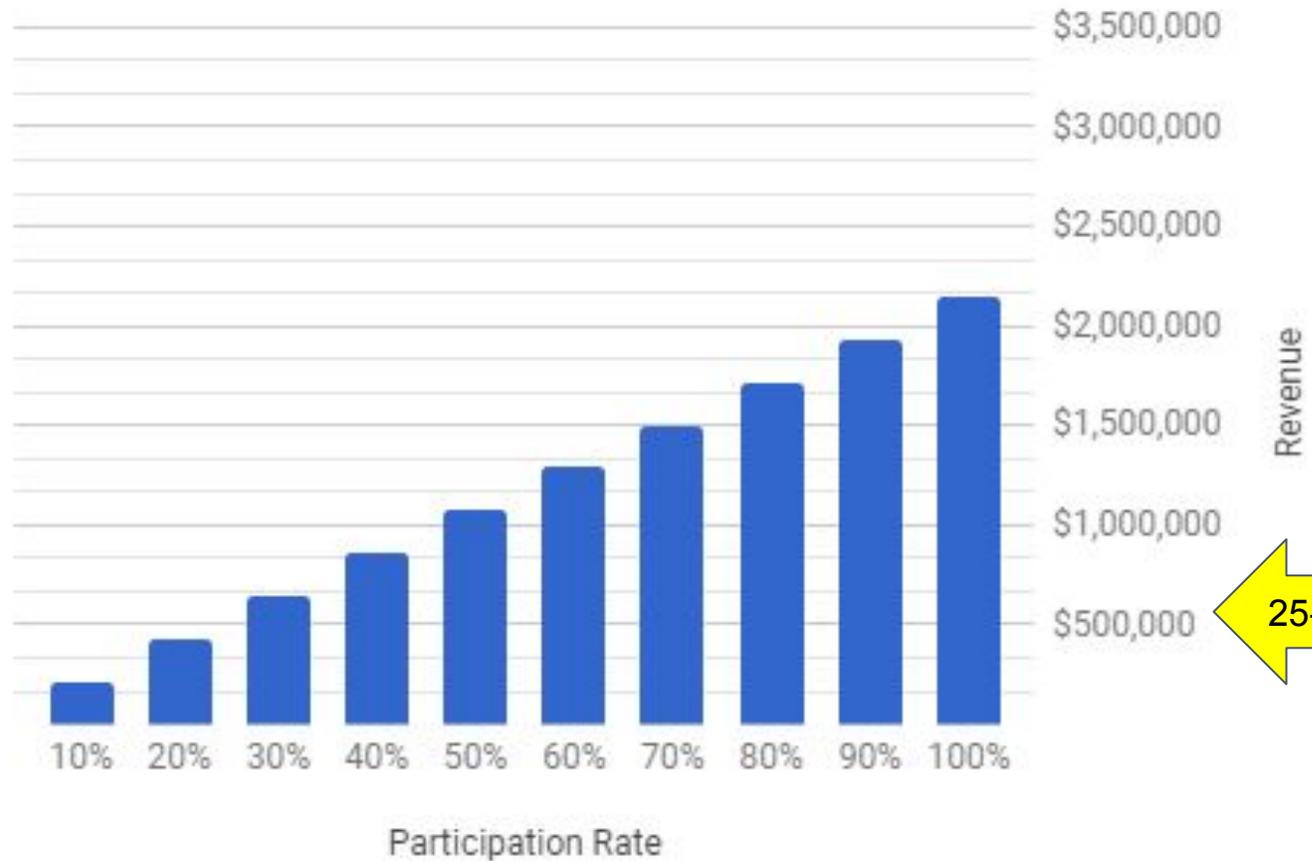


Super Bonus Point - Unmodified AWF Proposal Revenue Potential

Revenue Estimate for Discretionary AWF Proposals Using 2017 Big Game Draw Individual Participation

■ Super Bonus Point

\$13 purchase price



← 25-30% participation



Bonus Point w/ Enhancement - Multiple Species Revenue Potential

Potential Revenue of Multiple Point Purchases at Given Participation Levels

Participation Rate	Single Super Bonus Point	Two Super Bonus Points	Three Super Bonus Points	Four Super Bonus Points	Five Super Bonus Points
0%	\$0	\$0	\$0	\$0	\$0
10%	\$214,802	\$429,604	\$644,406	\$859,208	\$1,074,010
20%	\$429,603	\$859,206	\$1,288,809	\$1,718,412	\$2,148,015
30%	\$644,405	\$1,288,810	\$1,933,215	\$2,577,620	\$3,222,025
40%	\$859,206	\$1,718,412	\$2,577,618	\$3,436,824	\$4,296,030
50%	\$1,074,008	\$2,148,016	\$3,222,024	\$4,296,032	\$5,370,040
60%	\$1,288,810	\$2,577,620	\$3,866,430	\$5,155,240	\$6,444,050
70%	\$1,503,611	\$3,007,222	\$4,510,833	\$6,014,444	\$7,518,055
80%	\$1,718,413	\$3,436,826	\$5,155,239	\$6,873,652	\$8,592,065
90%	\$1,933,214	\$3,866,428	\$5,799,642	\$7,732,856	\$9,666,070
100%	\$2,148,016	\$4,296,032	\$6,444,048	\$8,592,064	\$10,740,080

Note: In 2018, 45,601 Point Guard Purchases (out of 373,014 applications) **12%**



Super Bonus Point - Unmodified AWF Proposal

Joe Hunter - Draw Impact Example

Genus	Starting Points	5 Years	5 Yr Others
Antelope	0	5	10
Bear	0	5	10
Bighorn Sheep	0	10	10
Bison	0	5	10
Deer	0	5	10
Elk	0	5	10
Javelina	0	5	10
Turkey	0	5	10

Over 5 yrs, Joe applies his bonus point to bighorn sheep hunts and continues to enter draws for all species.

- Joe maintains his standing relative to other hunters who also apply their new point to sheep draws.
- For all other draws, Joe accumulates bonus points at ½ the rate of those hunters who apply their points to other species.
- Long term impacts - Joe's draw odds for all other species are reduced.
- Top BP holders - must purchase to maintain position.



Bonus Point w/ Enhancements - Multiple Species, Expires

Genus	Starting Points	Year 1	Year 2
Antelope	4	5	6
Bear	4	5	6
Bighorn Sheep	4	6	6
Bison	4	5	6
Deer	4	5	6
Elk	4	6	6
Javelina	4	5	6
Turkey	4	5	6

Joe is able to purchase additional bonus points for bighorn sheep **and** elk.

- For that draw, he increases his chances (over others w/out extra BP).
- The next year, Joe maintains his standing relative to other hunters even for the species he didn't purchase BPs for the year before.
- Long term impacts mitigated
 - BP accumulation rate **resets each draw**
 - Department can monitor and adjust each year if necessary



Example: October 5B North Cow Hunt - 3040 (157 tags, 38 issued in bonus pass)

Total BPs	Odds
0	.03
1	.06
2	.09
3	.12
4	.15

Total BPs	Odds
5	.18
6	.21
7	.24
8	.27
*****additional BP to hunters with 5 BPs would have qualified them for the Bonus Pass	





Expanding Opportunities

* non-traditional customers

CONSERVATION MEMBERSHIP PACKAGES

Launched! November 23 (4- \$100 packages sold)

\$35/year

- *Wild+Life* e-newsletter subscription
- Wildlife Note Cards

\$100/year

- Also includes *AZ Wildlife Views* magazine



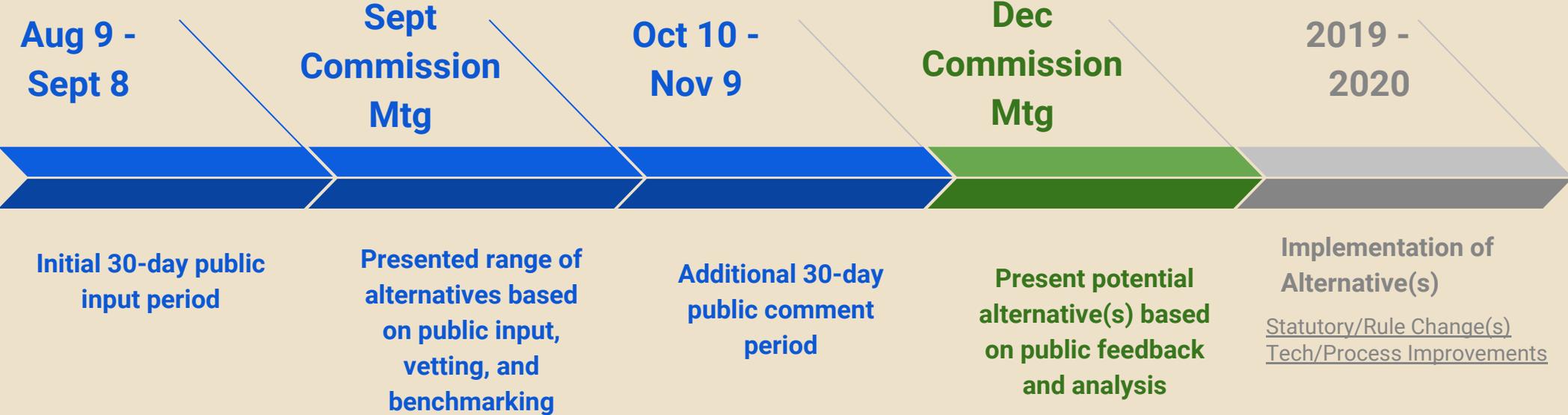


Dedicated funding is necessary to Expand Customer Base.

Over time, this will allow us to tap into non-traditional customers.



Current Public Input Process and Timeline



Note: implementation will likely be 1-2 years out



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



Funding Source Alternative	Discretionary	Sustainable Revenue Potential	Feasibility
<p>Super Bonus Point Strategy</p> <ul style="list-style-type: none"> Bonus Point (BP) kept until drawn for that species (cumulative) Limited to 1 big game species 	<p><u>Discretionary</u> - Questionable</p> <p>In effect, forces top BP holders to purchase to maintain position</p>	<p>Potential to generate portion of revenue goal</p> <p>Less predictable and likely to decrease after initial year(s)</p> <p>Likely to be achievable with current staff and resources</p>	<p>Likely to require regulatory/rule change</p> <p>Limits Department's flexibility to adjust after first year. Potential for long term impacts to draw.</p>
<p>Enhanced Bonus Point Strategy (Preferred)</p> <ul style="list-style-type: none"> Bonus Point(s) Expires After Close of Draw Ability to purchase BP for any big game species 	<p><u>Discretionary</u> - Yes</p> <p>Hunters may purchase or not in a given year. Allows hunters to maintain BP position. Resets after each draw (won't be left behind in positions).</p>	<p>Potential to generate revenue goal</p> <p>Greater potential for consistent revenue stream</p> <p>Likely to be achievable with current staff and resources</p>	<p>Likely to require regulatory/rule change</p> <p>Provides flexibility to monitor results each year and adjust as necessary without long term impacts</p>

Potential Alternatives Moving Forward



Thank You

