

## 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.

**Q:** What is the current public input process and timeline?

**A:** The Department is soliciting public input and developing potential alternatives for a dedicated funding source for outreach, education, and public awareness. This process is intended to allow for robust and transparent public input, similar to our past license simplification efforts. All submitted ideas will be posted to our website at <https://www.azgfd.com/agency/dedicated-funding-source/>.

### Process/Timeline Summary

- August - Webcast presentation and solicitation of public input (Aug. 9)
  - August 9 - September 8 - initial 30-day public input period
- September 21 Commission Meeting - Present range of alternatives based on public input, vetting, and benchmarking
- October 10 - Webinar presentation and solicitation for additional public comment
  - October 10 - November 9 - additional public comment period
- December Commission Meeting - Present alternative(s)/option(s)

**Q:** How can I participate?

**A:** You can submit your funding ideas through our dedicated email address at [ideas@azgfd.gov](mailto:ideas@azgfd.gov) during the 30 day public input period ending **September 8, 2018**. There will also be an opportunity from October 10th through November 9th to submit additional feedback on select alternatives as directed by the Commission at the September 21st Commission meeting.

**Q:** I'm a hunter and angler. So why should I care?

**A:** Arizona's rich hunting and angling heritage serves as the backbone of wildlife conservation. The Department's ability to manage wildlife resources and associated recreational opportunities are dependent on a broad base of public awareness, support, and advocacy. The Department's goal is to continue to provide for hunting and fishing opportunities and to expand funding for wildlife conservation.

**Q:** I don't hunt. I don't fish. So why should I care?

**A:** The Department manages over 800 species of wildlife - the most of any inland state in the U.S.! The vast majority of these species are not hunted/fished. Research consistently shows that wildlife contribute significantly to the quality of life to those who live in and visit Arizona. Arizona offers some of the best wildlife-related recreational opportunities in the nation, including wildlife watching, birding, and hiking. In addition, wildlife is an extremely important economic driver in Arizona; creating 201,000 direct jobs, \$21.2 Billion in consumer spending annually, \$5.7 Billion in wages/salaries, and \$1.4 Billion in state and local tax revenue.

**Q:** Has the Department thought about using taxpayer dollars as a funding source?

**A:** The Department receives NO state tax dollars and operates within the revenue it generates through the purchase of licenses, permit-tags, stamps, and excise taxes on hunting and fishing gear. Because the Department does not receive General Fund tax dollars, it retains the flexibility to operate like a business and directly address the needs of its customers. The use of taxpayer dollars for outreach, education, and public awareness would not be consistent with the Department's current business model and Commission direction to utilize a voluntary funding source.

**Q:** How much dedicated funding per year does the Department anticipate needing to build and maintain public awareness, support, and advocacy?

**A:** In order to sustain an effective public outreach campaign that builds statewide awareness and fosters the necessary public advocacy and support, the Department anticipates a need of \$1.5 to \$2 million annually. This estimate is based on the results of current outreach efforts, research, and the expertise of external and internal public relations professionals.