



ARIZONA GAME AND FISH DEPARTMENT
DEDICATED FUNDING FOR
OUTREACH, EDUCATION, AND PUBLIC AWARENESS

Comments Received - Updated November 19, 2018

Commission Direction

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.

10-20-2018	Individual Comment
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Most Western states require some type of "conservation stamp" when hunting big game. Few seem to object. Thus, I advocate adding such a stamp to our big game program. No increase in "fees" but probably would require legislation. \$10 - \$15 seems norm in my experience. Also could market same "stamp" to non-hunters.

10-20-2018	Individual Comment
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the hunter / fisherman should not be the only one asked to support everything, I would suggest that a fee be assessed for each Mexican gray wolf , much like the federal gov paid the tribes..... this model could also be imposed for any federal mandate T & E.

10-29-2018	Individual Comment
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By limiting the scope of response you are not getting a true view of he hunters and fishermen in Az.

10-29-2018	Individual Comment
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need to have a separate early season hunts for pioneer hunters,with out them were would we be.



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10-29-2018	Individual Comment
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If we are not going to tweak the draw process then I like this idea. Although I really do not think it would help anyone as most people that are willing to pay for this are waiting on a highly desired tag. That is ok but it's not going to make our process any better.

Since these are going to be purchase by people like me who are waiting for these coveted tag I believe we should have to buy them each year. I also believe that once we draw using these that we should not be able to buy them again for 3 years.

10-31-2018	Individual Comment
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I have been following this closely because I was actively involved in fighting the HSUS and thier "Wildcat hunting ban". I think coming up with a viable plan for educating the public is vital and late in coming, hopefully something will be put in place and effective before HSUS comes back to attack Arizona's hunting privileges and conservation efforts. That being said, I have a few ideas for funding, and I don't believe all the funding needed will come from only one resource. I believe if you offer a few different options for people to voluntarily donate you will have better participation overall as different things appeal to different people.

1. Raffle off Lifetime Hunting licenses. (1or more to an adult, 1 or more to a youth.)

2. Raffle off some non trophy tags.

I believe a tag raffle done properly would be acceptable to most hunters. I



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personally would purchase raffle tickets for cow Elk and Javelina in my unit.

3. Raffle off some cow Elk or Javelina tags for Youth only or first time hunters, that may bring in some new revenue and also new hunters. (possibly include a mentor or a guide willing to donate his/her time in the package.)

4. Raffle off a package containing a lifetime hunting license, a cow Elk or Javelina tag, and bird stamps. Make 3 packages available....1 to an existing license holder, 1 to a Youth and 1 to a new hunter.(possibly include a mentor or a guide willing to donate his/her time in the package.)

5. Raffle off a few "Trophy tags" for Bull elk, Mule and Couse, Pronghorn and possibly Sheep. Take 1 tag in 1 or 2 units and rotate units each year so the general hunting population doesn't lose opportunities.

All raffles should be priced at an amount that gives everyone an opportunity and there should be a cap on how many tickets each person can purchase.

11-02-2018

Individual Comment

I think both ideas are good.

11-05-2018

Individual Comment

Good luck getting anyone except hunters to suggest a funding source to support the one-sided policies put forth by this department. Most people believe that AZGFD is managing and conserving our wildlife, which is the opposite of what is



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really happening.

Far more people are interested in conserving wildlife and viewing actual living animals rather than trophies hanging on someone's wall. This department should be promoting science based conservation rather than monetary based imaginary conservation from funds raised through licenses to kill. There is a vast wealth of funding from the public who wish to experience the wild, with wildlife in it - you would do well to shift your focus on the majority rather than the minority.

11-06-2018

Conserve and Protect Arizona

Keys to funding assessment

1. Discretionary
2. Long term source of revenue to generate \$1.5 to \$2M
3. Can it be implemented

Two options selected

1. Big Game tags
2. Bonus points

Commission deep sixed Big Game Tags with no further review and chose a "Super Bonus Point" and marketing to the public with a conservation stamp.



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AWF's plan is hardly voluntary or "discretionary". It will blow up the current bonus point system and make applicants buy the one point, to the detriment of any other applications if they are sitting on maximum points. It will be a mandatory situation and result in dissatisfaction to those with multiple maximum species points, particularly with once in a lifetime species and will also set back those who are accumulating points in other species and now find themselves "down" another point.

It seems inconceivable that the AWF leaders would submit a Super Bonus Point purchase and limit it to only one species. They know exactly what this will do to Bonus Point System currently in place. As it is, it won't raise enough funds for education, so are they floating this to the public, knowing the discord will drive this to a Super Bonus Point for each species? Discretionary? Don't want to be blamed for the debacle?

AWF's plan does not achieve the desired monetary range of required dollars. Their numbers were wrong.

As far as the "Conservation Stamp", who is going to buy it? First this has nothing to do with the AWF Super Bonus Point. Second, as projected, it targets current customers.

The Commission directed the stamp idea to the non-hunting public. What is their incentive to buy one?

The whole point of the education plan in the first place was to educate the non-hunting public on who, what and how AZGFD operates. Once educated, those non-hunters may have an incentive to purchase a stamp, or magazine, or "membership", but until they are, there is no incentive. The cart is before the horse here! Remember once this is in place, it will still take time to fund the effort and it's going to take millions of dollars to fight any future attacks on the Department



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and Commission's statutory authority to manage Arizona's wildlife. This is just the first step!

The Commission disregarded the marketing presentation that was given at the September Commission meeting on what the Department is already doing. Essentially what the Commission has now directed the Department to do is already taking place!

Why the education plan in the first place...to reach the non-consumptive public that has an interest in wildlife, and candidly counter the likes of HSUS, Sierra Club, etc, that are bombarding the public with wildlife messages opposing the AZGFD. Those people aren't going to purchase a Conservation Membership package until they know why they should, hence the critical need to adequately fund the Department's Conserve and Protect program!

We wholeheartedly agree the Department needs to expand their customer base, but time is of the essence. The Commission first heard about the education ideas in April after HSUS quit their ballot initiative, 7+ months ago. They approved further study of two ideas that will not fund the effort adequately and have now set back the education effort and put the entire effort in peril.

The Commission needs to realize the tag proposal put forth by Conserve and Protect Arizona is the only "discretionary"(voluntary), long term funding source that could reach the \$2M in annual funds needed, and it still could be implemented in the upcoming 2019 Legislative session. This program would provide additional opportunity outside the draw and give anyone another chance to draw a tag without impacting their bonus points or standing in the regular draws.

The 2020 election cycle is not that far away, and HSUS has millions in their coffers! A couple hundred raffle tags at \$5-\$10 each are not going to impact the current



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slate of Special Big Game Tags, are not going to take anything away from the Arizona Big Game Super Raffle's Special Big Game Tags, is not going to violate the North American Model, are not biologically significant relative to the thousands of tags already in the draw, and finally, will generate the funding necessary on a discretionary basis to fund the Department's Conserve and Protect program.

11-07-2018

Individual Comment

The Department presentations show that the funding options currently being considered will not come close to providing the funds that are needed in the short term. The Commission needs to make some hard decisions and broaden the scope of viable solutions, and QUICKLY. Animal rights extremists WILL be back at the ballot box to chip away at AZGFD authority for making management decisions for all of Arizona's wildlife. The urgency to educate the public about the importance of the Department's authority cannot be overstated. As someone who followed very closely the recent attempt by HSUS to revoke some of that authority, it was clear (and frightening) to see how easily the non-educated public bought the deception and lies put forth by HSUS. If that tide is not turned, and quickly, all of us who hunt, fish, and/or care about wildlife conservation lose, as does Arizona's wildlife.

11-10-2018

Individual Comment

The public was tasked by the Commission and Department to submit ideas for funding that met the following criteria; it had to be discretionary and it had a target goal of one and a half to two million dollars. The Department identified 2 possible methods that met the objective, and that was raffle tags and bonus points.



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The Commission then directed the Department to pursue only the bonus point option, and a voluntary donation program focused around a “stamp”. The Department was not allowed to present a proposal on the raffle tag plan to the public, even though it was identified by the Department of meeting the criteria, and had support from numerous conservation organizations and individuals. Why?

To say that most of the western states require a stamp to hunt is a misnomer. Of the 13 noted western states, only 5 of them require a stamp, and most of those stamps are for habitat. Being that those stamps are not discretionary, the focus should be on the western states that have a voluntary stamp program, and those states are Alaska and Oregon.

I took the same approach that Commissioner Sparks took when evaluating the role of fair chase as it applied to trail cameras, and I contacted the Game and Fish Departments of Alaska and Oregon, to get more detail into their voluntary programs.

Alaska began their program on January 1st, 2017. From that date to September 30, 2018, they had sold 405 stamps at 20 dollars each. That is a total of 8,100 dollars. Mind you, Arizona has a population that is 9.46 times greater than Alaska’s population, so if we extrapolate those numbers we could assume Arizona would realize a profit of 76,626 dollars. That is based upon almost 2 years’ worth of sales.

Oregon is a more unique situation, because they explore multiple venues to market and sell the stamp, such as art exhibits and wine tasting events. They have sold around 120 stamps so far this year, and they sell for 20 dollars each. That equals to 2,400 dollars. Again accounting for population variance, Arizona would realize a profit of 4,056 dollars through this year. The situation with the Oregon voluntary stamp is so dire, that had it not been for a family that owns a vineyard donating wine labels to the program, the program would be insolvent. It does not



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make enough money to cover the marketing and implementation requirements.

Both Alaska and Oregon market these voluntary methods to the general public, hunters and non-hunters alike. We can see that they do not bring in anywhere near what our target price is. Much discussion has been had about the mandatory stamp, and the point has been made about the reasons to keep this funding discretionary. What hasn't been touched upon is how lower mandatory fees has resulted in greater license sales, as evident from the 2016 AZGFD annual report. Two half price short term license campaigns led to sales increases of 370% and 267%, and another one day 5 dollar discount led to a sales increase of 67%. I would think the inverse would be true, and requiring more mandatory fees would lead to a sales decline.

That brings us to the bonus point proposal by AWF. The Department had previously identified it as a candidate for funding, but upon examination of AWF's numbers, they identified a discrepancy. If we assume the Departments data to be correct, which I believe it is, the bonus point proposal will NOT bring in the funding that the public was tasked with creating. Also, anything that can be said about raffle tags violating the North American Model (I do not believe they do) must also be said about expanding the purchase of bonus points. Both rely on money to increase the odds at drawing a tag. Why not just raffle the tag itself and bring in sufficient funds?

It is apparent that the Department will continue to undergo attempts to undermine its ability to manage wildlife in Arizona. We can see that even through this public comment period, individuals that participated in a political attack via the initiative process have begun to spread misinformation and falsehoods. I implore the Commission to take a stand in defense of the hard working men and women of the Department, our heritage, and most importantly our wildlife. Revisit the raffle tag method, let the Department explore it and present it to the public. Time is of the essence, and it is running out.



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11-12-2018	Individual Comment
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I have watched the presentation regarding the various options for raising money for an education fund. I wholeheartedly support the idea of raising funds to educate the non-consuming public about the mission of the Arizona Game & Fish Department and how the department benefits all wildlife. The potential funding mechanisms that have been offered to us the hunting / fishing community revolves around two ideas that the Arizona Game & Fish commission has promoted to the public. I will address each of these issues and my thoughts on them.

A Stamp: Ideally this is a stamp that could be offered to the non-hunting public for a minimal fee in an effort to have those who do not hunt contribute to the Department. I have worked with several individuals on this item and sadly the results across the nation are almost non-existent. Oregon and Alaska have a program much like this and neither one have shown any real funding towards those particular agencies. Convincing the non-consumptive public is a little like asking which came first, the chicken or the egg. The public does not know what the Department does, thus the need for education. Informal surveys have found that as many as 80% of the non- consumptive public does not even know that they pay NOTHING through taxes to support wildlife. They have to be educated before they will be willing to contribute. Education is a huge key.

The Arizona Wildlife Federation "Super Bonus Point". This concept would allow a single species annual bonus point for the species that any hunter would like. The fee would be in the area of \$13.00 each year. Conceptually the Commission wanted this to be a "voluntary" program. Evidently a little bit of historical background may be beneficial to the Commissioners. A concept of a conservation bonus point was presented as far back as 2006. The outcry from the hunting community was fairly



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loud regarding the lack of time that any one individual might have to spend 16 hours on a work project. No one wanted ANYONE to have more bonus points than they had and there was a reluctance to have 100,000 hunters each spend up to 16 hours on any given calendar year working on a project. The Super Bonus Point has some fairly evident fatal flaws. They are as follows:

1. "Voluntary": For any hunter, bonus points are like gold. Taking away anyone's position in the point pool or offering a purchased bonus point will be like mandating that everyone needs to buy a super bonus point.
2. Single Species: Buying a single Super Bonus point for a single species will create a war. There are many individuals who have or are near maximum bonus points for Sheep, Elk, Antelope and Deer. If you have to choose a SINGLE species to have your new bonus point added to, it in effect will reduce your chances in the pools that someone else may choose to use their point for. Ideally, purchasing multiple Super Bonus points would be more credible, but then the cost factor becomes unwieldy for those who have children and others in the same pool. If you want to maintain your position in each pool, then a minimum of four Super Bonus points would need to be purchased. At \$13.00 each, the total cost for an individual would be \$52.00 annually. The slippery slope of supposed "voluntary" purchase is thinly veiled as mandatory. Just ask any hunter Commissioners.
3. There has been much talk about the North America Model at the Commission meetings. The annual auction tags that are sold each year are a direct contradiction to the basic premise of the North American Model. I know who the buyers traditionally are for several species and their world is far different than most Arizonans. There is no equal opportunity to purchase an auction tag as 99.9% of the public cannot afford to outbid those who do purchase the tags. Suggesting that raffle tags violate the North American premise directly places the Commission in the proverbial glass house. The



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North American Model would support a raffle tag much more readily than an auction tag.

11-13-2018

Individual Comment

I know it's a little late, but what about selling OTC javalina tags year round? Let people buy as many as they would like throughout the year.

11-13-2018

Individual Comment

Although I've submitted an idea already, I'd like to submit a new one. It's very simple.
A super bonus point, any hunter can buy.....but only buy 1.
It gives an additional point for ALL species: elk, deer, antelope, javalina, bear, bighorn sheep, bison, turkey.
Renews every year (similar to an Amazon prime membership....just keep the credit card on file and charge it annually)
Cost is \$100 per year.
It's very simple. And with an unlimited number available, EVERYONE can buy it. I personally know that if I have 1 hunters ed point, 1 loyalty point, and 1 super point....I can draw a quality elk tag every year, if not every other year.
Current max points applicants can still buy a super bonus point and keep themselves in the 1st pass pool.
So with the nearly (my estimate) 125,000 different applicants putting in for hunts in



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Arizona every year, around 16% participation is all we need. But I bet it will exceed this.

11-15-2018

Individual Comment

Wildlife preservation lottery

It would probably take an act of the legislature but A Wildlife preservation lottery would generate money from the general public.

11-15-2018

Individual Comment

Revision number 3

My recommendation of \$100 per year for a super bonus point that covers all species, could be simply called the Arizona Game and Fish Department Hunt Club. Make it a club type membership. It could include a camouflage hat and window decal sticker with a special logo. Offer a discount on Arizona Game and Fish Department books and merchandise. offer special Hunt Club membership speed line at all Game and Fish Department headquarters. Try to find equipment companies that will partner and honor 5% to 10% discount for being a member of the Arizona Game and Fish Department Hunt Club. Include some exclusive benefits like, fish stocking reports 2 days before the fish are stocked....instead of notification the day after they are stocked. Offer up quick easy access links for hunt club members for the annual arial big game surveys. Offer up a quick easy access to draw odds and success rates. Not by hunt number that needs to be cross-referenced with last year's application or regulations... but by unit number



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and Hunt type for simplicity and ease of understanding. It would not take much to put together a benefit packet for becoming a member of Arizona Game and Fish Department Hunt Club. None of these ideas, would cost much money at all. And of course, the \$100 annual dues also buys you a super bonus point that covers all species, and renews every year as long as you renew your membership. If you do not renew your membership, you lose the super bonus point. If you do renew the membership, you get to retain the super bonus point on every application the following calendar year.

11-15-2018

Individual Comment

I understand the concept, I think. Is it similar to the permanent hunter education bonus point? Can you purchase a point for more than one species, or like the hunter education point it can apply to any of the species applied for? Once drawn, can you buy another permanent super bonus point the next year, or is it a one time only opportunity? I would like to give my opinion, but the format of yes or no doesn't answer these questions, and without fully understanding how this will work, I can't commit to a yes or no decision.

11-15-2018

Individual Comment

I strongly support the Department's dedication and research in developing a Dedicated Funding Source. However, it is disappointing that the department is requesting comments on the Super Bonus Point and Conservation Stamp ideas only, thus neglecting the first option of Big Game Tags.

The AWF's plan for the Super Bonus Point is a short-sighted plan that adds



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unnecessary complication to the draw process and does not address the growing issue of point creep across all big game species in Arizona. I have been applying in Arizona draws since 1997 at the age of 10 years old and do not agree with the institution of an additional bonus point. The Loyalty Point program bumped all loyal applicants up one point level, but this Super Bonus Point would not be fair across all species as you would have to select one. Very short-sighted, unfair to loyal Sportsmen who would like to draw trophy permit-tags before they die. Our placement and position in specific point pools are very dear and important to us. If you do not understand or respect this fact, then you are not listening to your Sportsmen. There can be NO program regarding "extra" bonus points that could be considered voluntary. Any program of the sort would be received by applicants as mandatory.

I also disagree with the structure around the Conservation Stamp. Most all Western States that have a similar stamp require that hunters purchase the stamp, it is not a voluntary program. If you do not require this stamp, participation surely be low.

If you are open to an additional idea, I would HIGHLY recommend that super tag sales be included in the online draw application process. Many applicants are unaware of the current super raffle program because you run separate websites/checkout systems.

Please bring back the discussions about Big Game Tags and Additional Raffle Tag Programs and get rid of the idea of complicating the draw system further which would draw additional money out of the loyal applicants only.

11-16-2018

Individual Comment



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I can support the concept of a super bonus point program with the following constraints:

1. only one such bonus point can be purchased for one spp. per year
2. the point expires after the draw
3. the cost is no more than 13.00 for residents

I also support the issuance of a Conservation Stamp for 2.00. It should apply to all licenses issued by the Dept.

There is and has been a very strong need for an enhanced public education program. I am concerned however with how much more AGFD can "sell" when the base inventory is so limited. I still feel strongly that an assessment of current programs be conducted with the concept that dollars from these programs shown to be less meaningful be redirected to the enhanced public education effort. Initiation of an enhanced public education program will not become less expensive in the future and as AZ "urbanizes" more in the future, the need will be greater. Now may be the best time to begin to prepare for this challenge as the 1.5 million needed today may not meet the demand in the future. For this reason I urge the assessment of current programs and possible redistribution of budget.

Once initiated the program should be continually monitored for effectiveness. The initial 1.5 million should not be a base budget if after evaluation it is found the program can be operated for less. The principles of adaptive management must be applied.

I do not believe there is any viable voluntary method to secure funding from non-users. I also believe this method of securing funds has been thoroughly evaluated in America. The use of a special tax like MO implemented many years ago may be very difficult to secure considering the current cost of government functions like education and entitlement programs.



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11-16-2018	Individual Comment
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I am a loyal nonresident applicant of 30+ years with AZGFD. I am NOT in support of the Super Bonus Point idea, specifically where extra points can be accrued towards ONE specie until drawn. This idea will certainly appeal to those with less points. Realize many who will voice support have already drawn tags with their bonus points and have enjoyed those hunts. Super Bonus Points will appeal most to those who want to TAKE CUTS in the bonus point line for just a mere few dollars a year. The concept is unfair at it's core. It disregards those like myself who have paid out in excess of \$200/year (per applicant) for 10, 15 or even 25+ years for no other reason than to position themselves in the bonus point line to draw tags.

"BONUS POINT" BACKGROUND: During a 1986 hunt, my Nevada guide expressed an idea for a draw system that gave applicants increased draw odds after each unsuccessful year of applying. The idea made a lot of sense in that it did not restrict all the tags for those with the most points like a true preference point system does, but rather it gave those who had not drawn a better chance each year they were unsuccessful. Applicants would also be incentivized to participate in the draw each year. Two years later, in 1988, I drafted a letter and sent it to most of the western fish and game departments, including Arizona. In that letter, I described the concept and actually used the coined the term "BONUS POINT" to describe the idea. I received letters back from New Mexico, Idaho, Colorado, Nevada and Oregon. Three years later, in 1991, Arizona adopted the bonus point system. Nevada and Utah have adopted the system as well. The idea for Bonus Points conceived by my guide and one that I documented and provided to AZGFD has generated the department hundreds of thousands of dollars, if not millions.

As a nonresident of Arizona, I have accrued one less than max for sheep (29 points), one less than max for antelope (29 points) max deer points (22 points), and 20 points for elk, so I have been INVESTING in AZGFD's bonus point system for nearly



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

30 YEARS and am on the verge of enjoying the fruit of that long term investment. Since I don't hunt Arizona on years I don't draw, which has been all but one year in the past 27 years, the money invested in hunting license and application fees has been paid strictly towards future tag opportunities. I have even flown to Arizona for no other reason that to take Hunters Safety. If you were in my shoes, and had made an investment in the range of \$7000 to accrue bonus points to hunt Arizona, which one of the four species would you choose to pursue with Super Bonus Points and which three would you leave behind?

If a "super bonus point" option is only allowed for ONE SPECIE and those points are retained until drawn, I will be forced to choose which of these four species to move forward on and which three to leave behind. It will DEVALUE a point system people have ALREADY INVESTED in. It will most deeply affect those who have invested the longest. I hope AZGFD sees the deep ethical, moral and legal problems with this.

This would not be the first time AZGFD has devalued points. With the recent change to nonresident tag allocation (5% cap in the bonus pass), the near "certainty" of drawing certain tags in my lifetime (13B AZ Strip rifle deer for example) has already vanished. That change has already devalued the investment of many long term nonresident applicants and has accelerated nonresident point creep. The new "super bonus point" (accrued for one specie) proposal would again further damage that investment for residents and nonresidents alike.

For me the problem compounds. As a divorced parent, I have been buying licenses and points for my children beginning 14 years ago to eventually create hunt opportunities and memories with them. I currently buy around 20 points each year for my six children and pay adult nonresident license fees for most of them with that investment currently being around \$1100 a year. I have also been applying my wife for the past 9 years. Our family is on the verge of several high quality tags and hunt opportunities that we have ALREADY paid into for many



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years. The "super bonus point" concept threatens the investment by forcing us choose a single specie to move forward on.

Actually, I am not opposed to paying slightly more (say \$10 per applicant per year) to help with AZGFD's funding through some method, but please make certain that any adopted plan does not DEVALUE THE INVESTMENT ALREADY MADE by your most LOYAL and LONG TERM customers.

Here is an example. Imagine if an investment company offered a retirement savings plan, and incentivized customers into that plan with certain future expectations. Then 20 or 30 years down the road, as people began to reach retirement and enjoy their investment, the company cut the benefits down to just a fraction of what was originally offered. The reason being....they had offered those benefits to other new investors for only a few dollars a year. That would not only be unethical, but illegal and even subject to litigation.

For the past 27 years AZGFD has had a bonus point system. The department has also provided the option to purchase bonus points in the past. The offering has implied that that those bonus points strengthens your chance to draw a tag. The Super Bonus Point idea now threatens to devalue 75% or so of the bonus points that all applicants have already accrued and invested in.

I entered AZGFD's bonus point offering with my eyes open to the investment I was making, and under the rules laid out by AZGFD. I ask that you not devalue that investment 28 years down the road.

11-16-2018

Individual Comment



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Hello and good day. I have been an avid outdoorsman my whole life and was raised in a hunting family. Over the years I have noticed a DRASTIC decline in Arizona's wildlife. From Bear, Elk, Deer etc. And over the years I have noticed that gene pools never recovered after nearly being eradicated. I'm a conservative hunter always have been and always will be. I have been giving this email alot of thought and said heck with it. So I am emailing you regards to the number of tags being issued. There are definitely way too many tags and way too many hunters that are uneducated, but I get it its a money driven sport. But has there been any thought or any type of conservation been put in place to control these issues. I have a son I'm raising and he will be brought up with the same values I did when I was being raised. I would like for him to atleast be able to enjoy this sport with me. If people complain about not getting a rifle tag encourage them to take up archery. In my opinion if the organization keeps this up thongs will only get worse, my son will not be able grow and enjoy seeing Arizona's animals and what it has to offer. Best regards.

11-16-2018

Individual Comment

The ideas presented for a 'Super Bonus Point' are a positive step forward towards in this discussion.

However there are potentially a number of unintended consequences resulting from such a point.

1. There are hundreds of people who have been acquiring bonus points from the beginning of the system and currently hold 'max' points. These individuals could be adversely affected by the addition of new bonus points, especially if they hold max points for more than one species and/or if the super bonus point remains with the applicant for more than one year. I believe that only allowing the point to



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remain for one draw cycle and limiting the purchase to one species per year will limit the long term adverse impacts of the super point.

I still believe that a better plan would be to hold a raffle similar to the big game super raffle. However instead of the prize being a tag, the winner would receive 10 bonus points for the designated species. This would prevent the dilution of current draw odds and bonus point pools from every applicant receiving additional points each year. It would also provide significant value to any hunter regardless of current point status, and would undoubtedly attract a great deal of interest from the hunting community.

11-17-2018

Individual Comment

Subject: Comments: Dedicated Funding Source for Public Awareness and Education

Date: November 16, 2018

The Arizona Game and Fish Department and Commission should be applauded for their desire to broaden the support base for Conservation and Wildlife Management. The cost of doing business is increasing, thus the need to increase yearly revenue is a necessity. More important than revenue is the need to get more of the general, nonhunting public, involved in state-level conservation funding through educational efforts that go beyond the traditional hunting revenue flow. All residents need to understand conservation and how habitat and wildlife is impacted by humans living and recreating on the land. Getting this message out and received will determine the effectiveness of any future funding campaign.



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The Super Bonus Point that has been discussed is one way to assist in increasing revenue and enhancing hunting opportunity. I feel that the cost should be slightly more than the cost of the current bonus point to set it apart, and an individual should be able to purchase one per year for one specific big game species. This point should not diminish from those that have maximum bonus points for any one species. Some type of informational package or e-blast list should be associated with this Super Bonus Point that educates the applicant on conservation efforts and direction.

As the Super Bonus Point system is directed at sportsman, the need to increase wide-spread public support and education outside of the traditional hunting and fishing community is paramount. The development of some type of Conservation Education Stamp which enhances revenue and provides much needed education to the non-hunting public on conservation and the role that AZGFD plays on Wildlife and Habitat Management is necessary and long past due. The purchase of a voluntary stamp develops a sense of ownership and personal investment. Those that do not hunt must be educated on how they can become a part of the solution instead of the problem.

Another discussion point was a conservation membership package. Possibly, a Conservation Education Stamp can serve as this education and advocacy tool. Much like the migratory bird stamp, local and/or national artists could submit prints to be used annually for a State Conservation Education Stamp. This stamp could be affixed to a postcard that highlights conservation funding efforts and direction, along with providing a package that provides educational and conservation updates that affect all residents of Arizona. It also allows them to become a part of the broad base conservation community. Possibly Wildlife Views could be made into a digital version which is made part of a base package. Going a step further, utilizing the Stamp that can displayed on a vehicle proclaiming the purchaser, "I support Arizona Conservation" would provide publicity and provide a feeling of ownership.



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I appreciate the departments efforts to begin funding an outreach program. Unless the general public, the voting public is aware of what the department does, they will very quickly loose their ability to make decisions regarding wildlife conservation. If we what wildlife conservation decisions to be made with a scientific background and basis, instead of out of emotions, the department needs to keep control. An uninformed voting public and legislature will take down our hunting heritage before we know it.

I am in full support of the proposed bonus point. Normally, I am not excited about an increase in my applications, since we are a family of 7 and when application season comes around I practically need to take out a loan, but I feel that this outreach program is going to be essential for the future of hunting in AZ and the US. I believe that it should be available for all big game species, and that an applicant should have to buy it every year. Treat it like point guard. I am a little concerned that it won't be enough. I think the department/commission should really consider the proposal from conserve and protect. To offer a raffle for big game tags at a low price to generate funds in addition to the new proposed bonus point. An additional idea would be to offer gear raffles, much like RMEF (low cost and good odds). If you pay attention to those, they sell out of tickets most of the time before I can even get to the website to check out what they are raffling off. It is along the same vein as the low cost tag raffle, make it low cost and attractive enough that people don't think twice about buying a ticket.

I also would like to see a method of funding that comes from outside the hunting community. Part of the outreach program is going to be properly educating those who don't hunt about the wildlife conservation activities of the department. I think non hunters, who care about wildlife would also like to help, if it is pitched



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the right way. It's not all about hunting and getting a tag, but about wildlife conservation, keeping and putting animals on the mountain.

One last point. I would like to hear from the department about how we all can help. Is there something we can do in the public arena, social media, that will help spread the departments mission? I would be glad to repost, share, ect, things on social media that would advance the message. I just know the best way to do that. And all that work would be free.

11-17-2018

Individual Comment

First, thank you and the Commission for choosing to not pursue the Big Game Tags proposal from the group calling themselves Conserve and Protect! I am adamantly opposed to that idea and made that clear in the first round of comments. I find it disconcerting that a group that appropriated the name of an education program already in place by G&F would continue to focus on that one goal. It makes me think that they are not nearly as interested in funding an outreach program as they are in using it as an excuse to make more tags available to special interests outside the normal draw process.

Since they continue to push that idea in this round of comments, I feel it necessary to reiterate comments in opposition to any such scheme. Following those comments I have some thoughts about the proposals that ARE currently being considered.

COMMENTS ON THE "BIG GAME TAG" RAFFLE/AUCTION PROPOSAL:

The "Conserve and Protect" scheme is reminiscent of the HB 2072 tag grab in 2012 and has engendered a good deal of suspicion among regular sportsmen. A special



CONSERVE AND PROTECT

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interest group made up mostly of people that have long had an agenda to make available more tags outside the normal draw process, called "Conserve and Protect" had the gall to usurp that name of the successful Game and Fish education program. Many of the same people were involved in the HB 2072 fiasco. There's a lot of mistrust of this group among many sportsmen.

I personally believe the department needs to do a better job of educating the general public, but I do not believe the sky is falling. I do not believe that the Humane Society of the United States will be running another initiative in the near future and even if they did I'm not sure of any success, yet this boogie man is being used as the rationale for implementing a new system of tag auctions and/or raffles.

At the commission work session near Kingman where the "Conserve and Protect" group's proposal was first made public by it's president, Pete Cimellaro, commissioner Brake made the comment that the process was putting the cart before the horse. That is most certainly the case. What should be happening is that a detailed "business" plan should be put together describing what education is needed and for how long it will be needed. That would help determine the amount of funding needed. I also believe if it is truly a priority to do more general public education, the funds should be prioritized out of the general budget so that there is not a locked in amount available from a "dedicated source". Many years ago the department really had an effective "Information and Education (I&E)" function. No dedicated funding was involved. The notion that it needs a dedicated funding source is just another way to justify more tags taken out of the general pool and allocated for auction or raffle. Any such scheme that is supposed to raise any substantial amount of money would depend on having premium tags available for the program; such as sheep, early rut elk tags, strip or Kaibab deer tags, buffalo tags etc. Such a program would not raise much money selling javelina tags, turkey tags, general deer tags etc.

I am adamantly opposed to any new tag distribution scheme that would allow



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people of means or anyone else to bypass the single tag / species per year rule now in effect or the limitation on one desert bighorn sheep, one Rocky bighorn sheep, or one buffalo per year per lifetime.

The department's annual regulations have a page dedicated to the support of the North American Model of wildlife management. This can be found on page 9 of the 2018-19 Regulations. It reads in part "Hunting and angling opportunity for all. Opportunity to participate in hunting, angling and wildlife conservation is guaranteed for all in good standing, not by social status or privilege, FINANCIAL CAPACITY, or land ownership" (emphasis mine). I believe that anyone able to buy a tag at an auction or buy 1000 or 100 tickets in a raffle is given advantage based on "financial capacity". The existing draw system puts all on an equal plane at a modest price.

If we are concerned about how groups like HSUS might try to curtail hunting in the future via the initiative process just think how they might react to new laws that allow additional premium animals to be hunted by wealthy people. If I were in one of their groups I would most certainly run a referendum on any law authorizing such a process as "Conserve and Protect" is pushing. A referendum requires fewer signatures than an initiative. Their ads would claim - look at what Game and Fish wants to do now, they want a pimp the state's wildlife to the highest bidder or the person able to buy the most raffle tickets. I suspect that many average hunters feel so strongly about additional auction or raffle tags that they would sign on to such an effort. Where would the department be then if such an effort were successful?

Please continue to reject the "Conserve and Protect" proposal to pimp out more tags. That alternative is already dividing the sportsmen. In the first round of comments it was abundantly clear that the large majority of the people who commented were opposed to it. If it is brought back to the table again, it will be no more popular than past attempts including HB2072.



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COMMENTS ON THE AWF SUPER BONUS POINT PROPOSAL;

I fully support the concept of a Super Bonus Point. The Arizona Wildlife Federation is a well-established group with a long history in the State. They are thoughtful people who truly have the best interests of the Department, wildlife and sportsmen.

I believe the idea merits further thoughtful discussion between and among the Department, sportsmen and even the general public. I would also support modifications to the proposal. One such would be making the point only good for the single drawing being applied for - that is it would not carry over for future draws. Another would be price the point based on "market", that is, like a tag, it would cost more for a sheep tag than an elk tag and a non-resident point would cost more than a resident point, but in all cases the cost must be reasonable. Another option would allow the applicant to buy the point for multiple species not having to select one.

In terms of the Conservation Stamp, I support that and also think making it mandatory (for say \$5) with the purchase of a hunting or fishing license makes sense.

11-17-2018

Individual Comment

I am a lifelong hunter and angler as well as an almost daily watcher of wildlife and therefore have vested interest how well the AZGFD takes care of Arizona wildlife. I would like to offer some observations and recommendations on how the Department can begin to garner significant new resources from the group you call non-traditional constituents.



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First, I assume the group you generically call the non-traditional constituent is that very large group of people who do not hunt or fish but can and do care passionately about Arizona's wildlife and who the most current National Survey of Fishing, Hunting and Wildlife-Associated Recreation calls the Wildlife Watcher. This so-called non-traditional constituent is very diverse and the Department would do well focusing in on specific interest groups within this generic define. I would recommend beginning with the birding community. The numbers of people who watch birds in Arizona around their homes and/or by making trips from within AZ or coming to Arizona to see AZ birds is a user group larger than both the hunters and anglers combined in our State. They are not unlike hunters and anglers in their demographics, passion and commitment. Although few would articulate it as such, many would respond in much the same way hunters did 125 to 150 years ago "Why should I pay for what I have always had for free?" Or more importantly "What does the AZ Game and Fish Department do for me and the larger birding community?" The Department does a great deal to conserve, protect and recover the 800 plus Arizona species but I believe does a poor job telling Birders what that is and how it benefits wildlife important to the birding community. Almost universally, the birding community does NOT recognize the Department as the trustee of their wildlife interests. There are multiple reasons for this lack of recognition established and reinforced through a long rocky history. Blame for this poor relationship can be placed both on the so called non-traditional constituent and the Department. It would be most productive not to dwell on this history, but to aggressively pursue ways for this to change. Hunters and anglers understand without articulation that when they buy a license they are establishing the Department with its professional staff as the trustee of the wildlife they care about. They expect the Department to take care of and insure a future for wildlife they are interested in. The so called non-traditional constituent including Birders do not recognize the Department's role. I recommend that the Department begin to do two specific things. First, aggressively reach out to the organized birding community with information on what the Department does beyond providing hunting and angling recreation.



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Examples would be commitments to eagle recover, condor recovery, cuckoo surveys , etc, etc. Offer prepared information releases to the various Audubon groups across the State. Begin by focusing on recovery and conservation efforts that cannot be construed to leading to hunting or angling opportunities. Second, remodel your "I support Wildlife" program so that it offers incentives for the birding community to support it. Right now, it appeals more to me more as a hunter than for what it offers me as a birder. It should be made clear that revenue from this effort should fund very specific project rather than any general "We will do good things" rhetoric. It must be a clear tie between this revenue and projects on the ground.

I believe the ultimate goal of this effort should be to move the Birding community to a position similar to where hunters and anglers are today - Recognition of the role of the AZGFD as the TRUSTEE of Arizona wildlife.

11-18-2018

Individual Comment

I have been following the process of trying to establish a permanent source for funding of Public Education and Awareness for several months. I have also had an opportunity to think about the latest "bonus point" option that is out for public comment. I have several concerns about this option. One, what has been proposed as a "voluntary" bonus point stamp for one species, would be anything but voluntary to the vast majority of sportsmen. To lose out in the bonus point program by not purchasing the stamp makes it all but "mandatory" to purchase it in my opinion to stay in the game. Secondly, I think changing up the bonus point system that has been in place for close to thirty years, will create a lot of frustration, mistrust, and bad public relations between the Department and Commission from both residents and non-residents alike. Many folks have been investing in application and license fees for years in the hope of finally obtaining a coveted once in a lifetime tag for bighorn sheep, antelope, elk or a tough to draw trophy



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deer tag. By revising the system that has been in place for so many years and working fine, makes no sense to me at all. Lastly, I do not believe that the bonus point stamp will generate close to the amount of money that is necessary to properly fund education in years to come. One only has to look at the other states like Alaska and Oregon that have tried a voluntary stamp program to realize these programs have not raised a significant amount of money to date.

During the September Commission meeting, two viable options were prepared by the Department following the initial comment period. It was a huge disappointment to not let the Department fully present both options to the Commission for their consideration, including the option to raffle some big game tags. How can the Commission instruct the Department to put this out for public comment, and prepare a presentation and recommendation, and then act before even hearing the results in their entirety?

If the Commission is set on exploring the Bonus Point option, I would strongly urge them to reconsider the option of raffling some big game tags as well to increase the likelihood of raising enough money to accomplish a permanent funding source. I am very opposed to auctioning any tags which in opinion goes against the North American Model of Wildlife Conservation, but believe raffling tags is "voluntary" and supports the North American Model very well. If the Commission is concerned about how this raffle concept would work, I'd suggest the idea of starting it out on a smaller scale to start with, and see what can be accomplished the first year, and update the system moving forward based on actual results. The bonus point stamp could be tried as well and the results would speak for themselves.

Every time issuing more "Special Big Game Tags" comes up, there is an outcry from a small contingent of sportsmen that feel it is a tag grab and will seriously affect their chances of drawing a tag through the regular draw. If you consider that the (10) Special Big Game Tags issued to the Arizona Big Game Super Raffle last year raised over \$692,000. for the HPC program, putting much needed funding into wildlife habitat projects throughout Arizona, you soon realize how a small amount of tags marketed carefully by a hardworking volunteer group of



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dedicated sportsmen can make such a difference.

Their will no doubt be upcoming challenges heading our way that threaten the ability of the Department and Commission to manage wildlife, and the only way to overcome these attempts, is through proper public education funded by a permanent funding source. I urge the Commission to reconsider the plan put forth by Conserve and Protect Arizona that would raffle a small group of big game tags each year for Education Funding. With the over site by the Department, Commission and other volunteers, I don't see how this program could do anything but succeed in raising some much needed funding.

11-18-2018

Individual Comment

We are commenting today on AZGFD's proposal to establish a dedicated funding source for its operations. Based on AZGFD's headline on its website that comments will be accepted through today, Nov. 18, 2018. Also, an article in the Sedona Red Rock News (10/24/2018), based on a press release from AZGFD, also stated that the comment period ends on Nov. 18.

We strongly oppose adding super bonus points to try to squeeze more funding from hunters. This is not forward-looking and keeps AZGFD stuck in an unsustainable funding structure.

We strongly support expanding opportunities to market AZGFD's operations to the general public, such as a conservation education stamp and expanding the "I Support Wildlife" package directed at "non-traditional customers." (More ideas below.)

The percentage of Americans who hunt is "half what it was 50 years ago and the decline is expected to accelerate over the next decade." ("Decline in Hunters



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Threatens How U.S. Pays for Conservation,” National Public Radio, NPR.org, 3/20/2018.) Therefore continuing to try to fund AZGFD out of this declining demographic is not viable.

This demographic information is based on the USFWS “2016 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation,” released in March 2018.

Particularly striking in the USFWS statistics are that “wildlife watchers” spend \$75.9 billion nationally vs. \$26.2 billion attributed to hunters. Furthermore, the number of wildlife watchers increased 20% between 2011 and 2016, according to the USFWS survey, while hunters declined by 16% and participants in big-game hunting declined by 20%. Between 2011 and 2016, expenditures by wildlife watchers increased by 29%, while expenditures by hunters decreased by 26%.

These statistics point to a train-wreck for AZGFD if it doesn’t make huge changes in its funding structure to emphasize non-consumptive wildlife conservation. The agency must stop relying on funding sources from a declining demographic group. It should instead focus on obtaining revenue from members of the public (“non-traditional customers”) who love to see and experience wildlife and who support recovery of endangered species and restoration of fully functioning wildlife habitat—not habitat that is artificially managed for the benefit of hunters, a very small, declining minority of the population.

AZGFD must innovate to bring in new revenue for wildlife conservation. Here are a few ideas to build on and go beyond your current “I Support Wildlife” subscriptions:

- At major wildlife viewing areas and refuges, set up stores or kiosks to sell wildlife books, videos, and equipment.
- Work with tour operators to offer paid tours with AZGFD’s biologists as they



ARIZONA GAME AND FISH DEPARTMENT
DEDICATED FUNDING FOR
OUTREACH, EDUCATION, AND PUBLIC AWARENESS

Comments Received - Updated November 19, 2018

Commission Direction

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

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work to recover endangered species. For example, if biologists are ready to release rehabilitated animals into the wild, charge for members of the public to view the release and feel like they are a part of it.

- A conservation education stamp that is marketed to the general public (for example, bookstores can add stamps to wildlife-oriented materials).
- Create and sell smart-phone apps that show the best places and seasons to view wildlife while educating the user. You can contract with a private vendor to develop the app, so that AZGFD can promote it while getting a major part of revenue.