

Connecticut Angler R3 Plan



Connecticut Department of Energy &
Environmental Protection
Bureau of Natural Resources
Fisheries Division
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<https://portal.ct.gov/DEEP/Fishing/CT-Fishing>

Connecticut Angler Recruitment, Retention and Reactivation (R3) Plan April 2022

Department of Energy and Environmental Protection

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Sport Fish Restoration: The [Dingell-Johnson program](#) is a cooperative effort involving Federal and State government agencies, the sport fishing industry, anglers and boaters. The program increases sport fishing and boating opportunities through wise investment of excise tax dollars in sport fishery development and management projects. Funds are derived from a 10 percent Federal excise tax on selected fishing tackle and equipment. The Wallop-Breaux Amendment of 1984 expanded the program by adding more tackle and sport fishing equipment under the excise tax and included the Federal fuel taxes attributable to motor boats and small engines. The program has helped State agencies restore and better manage America's fisheries resources.

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Introduction:

Fishing Fuels Conservation. Anglers fund fish conservation and management directly through license sales, and indirectly through excise taxes on fishing equipment since the passage of the Sport Fish Restoration Act in 1950. This user pay, user benefit system of funding fish and wildlife restoration has been an amazing achievement, conserving our natural resources and



Sport Fish and Wildlife Restoration “Cycle of Success” graphic provided by the USFWS.



A young angler holding a big Northern Pike. Photo submitted to DEEP for the Fishing Guide cover contest.

democratizing access. Nationally, the funding system leads to a “cycle of success”, wherein participation in fishing and hunting funds fish and wildlife management programs, which in turn improve fishing and hunting, thereby encouraging more participation.

We firmly believe that fishing also provides many benefits to those who choose to participate. Depending on your interests, fishing can offer excitement or relaxation, social connections, or quiet reflection. In addition, Connecticut’s fisheries also offer a local, healthy, and sustainable food source for those

who choose to harvest their catch. Lastly, fishing fosters a unique connection with nature, leading anglers to appreciate and advocate for Connecticut's natural resources.

For these reasons, state Fish and Wildlife agencies seek to Recruit, Retain, and Reactivate (R3) anglers. In fact, fish and wildlife agencies, NGOs, and anglers themselves have sought to preserve the relevance of fishing for decades. Efforts to broaden participation in fishing in Connecticut date back to at least 1933, when



Edith Stoehr teaching fly fishing at the Branford River Women's Fishing Reserve, 1935. State Archives, Connecticut State Library. Originally accessed at ctexplored.org.

Edith Stoehr, the first female game warden in the United States, patrolled “an exclusively feminine trout stream” on the Branford River – part of an effort to encourage women to take up fishing. In 1986, the Connecticut Aquatic Resources Education (CARE) program was founded to teach fishing to Connecticut’s kids and families. The CARE Program is still going strong today, serving over 4,000 students in 2020 despite the ongoing global COVID-19 pandemic. Other efforts, such as the Community Fishing Waters and Enhanced Opportunity Shore Fishing programs, have sought to improve access to and awareness of fisheries close to home for Connecticut’s urban residents. These programs have benefitted many thousands of anglers and there is much we can still learn from them today.

However, Connecticut needs to balance participation in fishing with responsible management of the fishery resources under our charge. Connecticut, like other small states,

receives the minimum Sport Fish Restoration (SFR) grant amount, which is based on the square mileage of the state’s land and inland waterways as well as the number of fishing licenses sold. As a “minimum state”, selling more fishing licenses would not lead to an increase in SFR funds unless we dramatically increased participation beyond historical levels. The Fisheries Division also receives Connecticut General Fund contributions to help support our Fisheries programs. The combined revenue from both sources allows us to manage our fisheries for the betterment of our resources and the use and appreciation of our citizens. As we move forward, Connecticut needs to continue balancing fishing R3 with the conservation and management needs.

Given the lessons of past efforts and our unique financial situation, the Connecticut DEEP Fisheries Division should prioritize efforts that focus on increasing participation by improving the quality of and equitable access to fisheries resources and information. This is directly in line with the original spirit of the Sport Fish Restoration Act’s “cycle of success”. By



A family of new anglers holding a porgy (scup) caught during a CARE saltwater fishing event.

focusing our efforts on cost-effective activities that improve the quality of and access to fisheries for all of Connecticut’s diverse residents, we can work to keep fishing relevant in a rapidly changing society without compromising the quality of our natural resources.

Who is Fishing in Connecticut:

The first step to any effective R3 effort is understanding the target audience – everyone who is fishing or interested in fishing in Connecticut. While it is difficult to learn about would-be anglers, licensing data tell us much about who is fishing in Connecticut today. In 2021, 173,613 people bought one or more fishing licenses (see pages 46-47 of appendix for all license types included in this and following analyses). This is a decrease from the historically high participation seen in the 90s, but more participants than were seen in 2018 and 2019. Using United States Census Bureau estimates for CT, we can see that participation in fishing generally ranges from 3-4% (Figure 1).

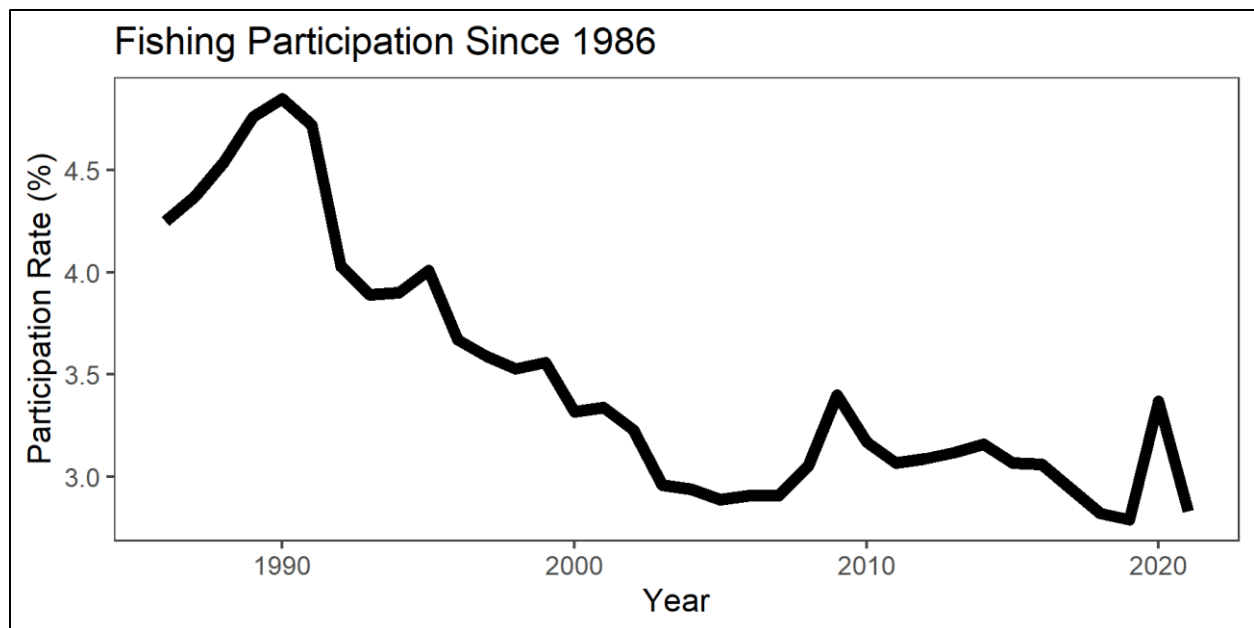


Figure 1: The number of people who bought a CT fishing license as a fraction of the population from 1986-2021. Estimates for recent years are underestimated in this figure because only license types available prior to the deployment of the online licensing system were included, allowing for a valid comparison with historical sales.

Looking more closely at the types of licenses purchased reveals interesting trends. In the early 2010's, most anglers transitioned from getting separate inland and marine licenses to purchasing the combined all waters license (see pages 48-49 of the appendix for participation through time by license type). The notable exception to this trend is senior citizens who choose the free 65+ inland and marine licenses because there is no free 65+ all waters equivalent. The age distributions of anglers by license type in 2021 clearly demonstrates this trend (Figure 2). Also, a gradual increase in the average age of anglers is driven primarily by those receiving free 65+ licenses. The average age of anglers receiving paid licenses has only varied from 40.8 to 42.7 since 2009.

There has also been a dramatic shift in how anglers buy their licenses since the option to buy a license online was created. The online sales channel has gone from contributing to one quarter of sales in 2009 to three quarters in 2022 so far (Figure 3). Ensuring the ease and reliability of transactions made online for mobile users is more important than ever. The online sales also offer an increasing opportunity to understand angler purchasing behaviors using Urchin Traffic Monitors (UTM) and Google Analytics. For example, we are able to see which webpages, email communications, or other resources anglers use to navigate to our licensing platform. This work has already yielded insights into the immense value of our web presence in connecting anglers to the online licensing platform that help us prioritize certain pages.

Lastly, licensing has been collecting the gender and ethnicity of license buyers that provide this information since 2009. Unfortunately, a large proportion (34%) of sales made in person indicate "Other" for ethnicity. This suggests that some license vendors select "Other" when selling licenses rather than asking or assuming the buyer's ethnicity. Internet sales also have a proportion of "Other" users that is unrealistically high (20%) as compared to their

proportion of the population per census estimates (less than 3%). For this reason, we are not including “Other” in the following analyses, acknowledging that this creates some uncertainty in our estimates and excludes constituents who do not identify as any of the provided ethnic categories.

Women and ethnic minorities are underrepresented among Connecticut’s anglers. Women comprised only 16% of anglers in 2021. Women’s participation increased from 12% to 16% between 2009 and 2015 but has been constant since. Non-Hispanic Whites are 87% of anglers but only 66% of the population of Connecticut. Asian, Black, Hispanic, and Native American constituents represent 2%, 3%, 7%, and 0.3% of anglers despite being 5%, 12%, 17%, and 0.6% of the population of Connecticut, respectively. Participation rates for ethnic minorities have been slowly increasing since data became available in 2009. The reasons for a continuing disparity in participation are unknown, but may relate to cultural, historical, and economic differences among ethnic groups as well as differences in access to fisheries resources as minority ethnic groups in Connecticut tend to be more concentrated in urban areas.

Knowing who is fishing in Connecticut tells us who we are reaching, and the disparities in participation help discover constituents that could be served better. Specifically, reaching the women, ethnic minorities, and young adults of Connecticut may require new strategies and efforts from the Fisheries Division to ensure equitable access to fishing opportunities and information.

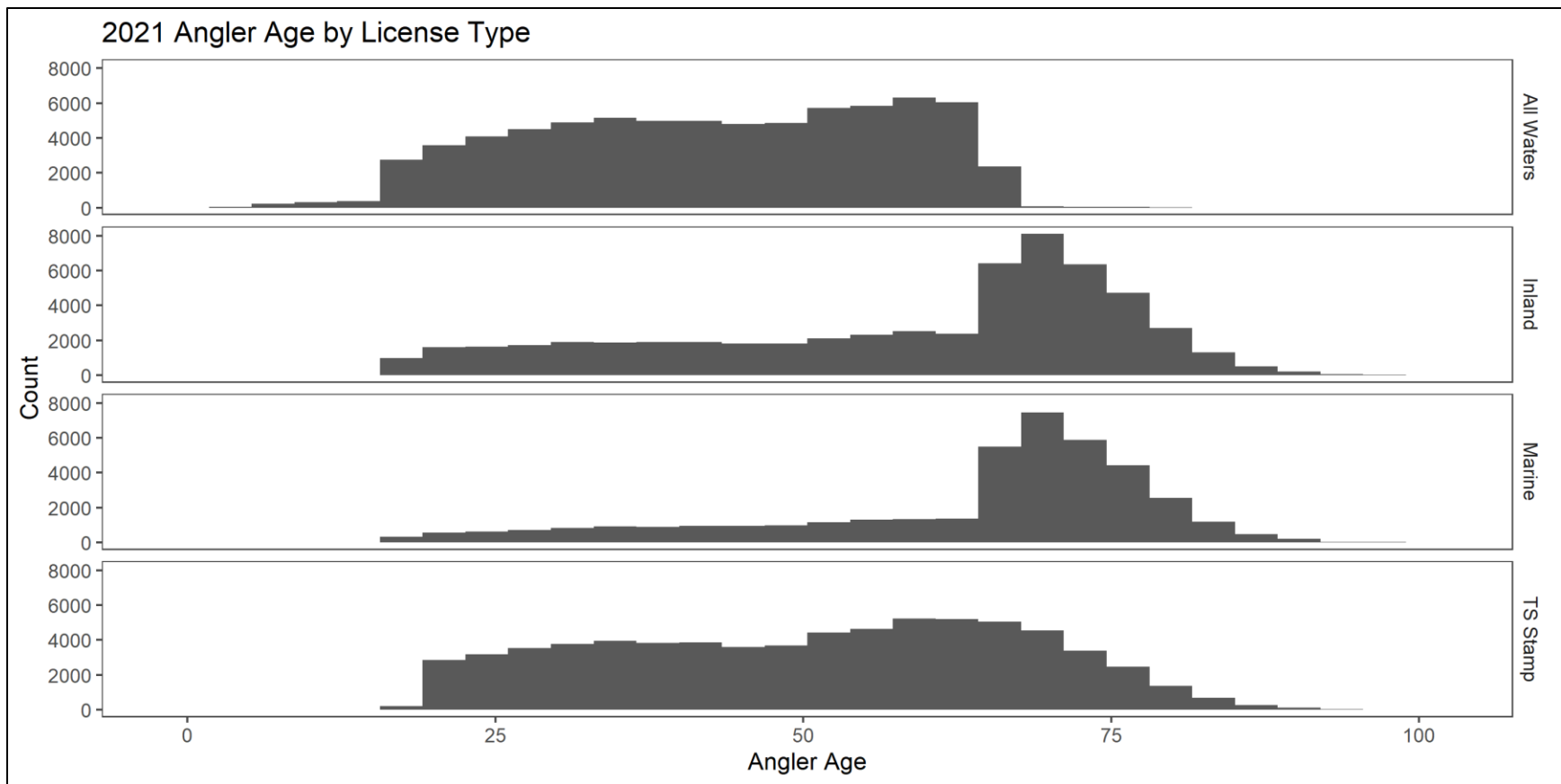


Figure 2: The age distributions of license buyers sorted by licensing category in 2021. License category names can be found on the right-hand side.

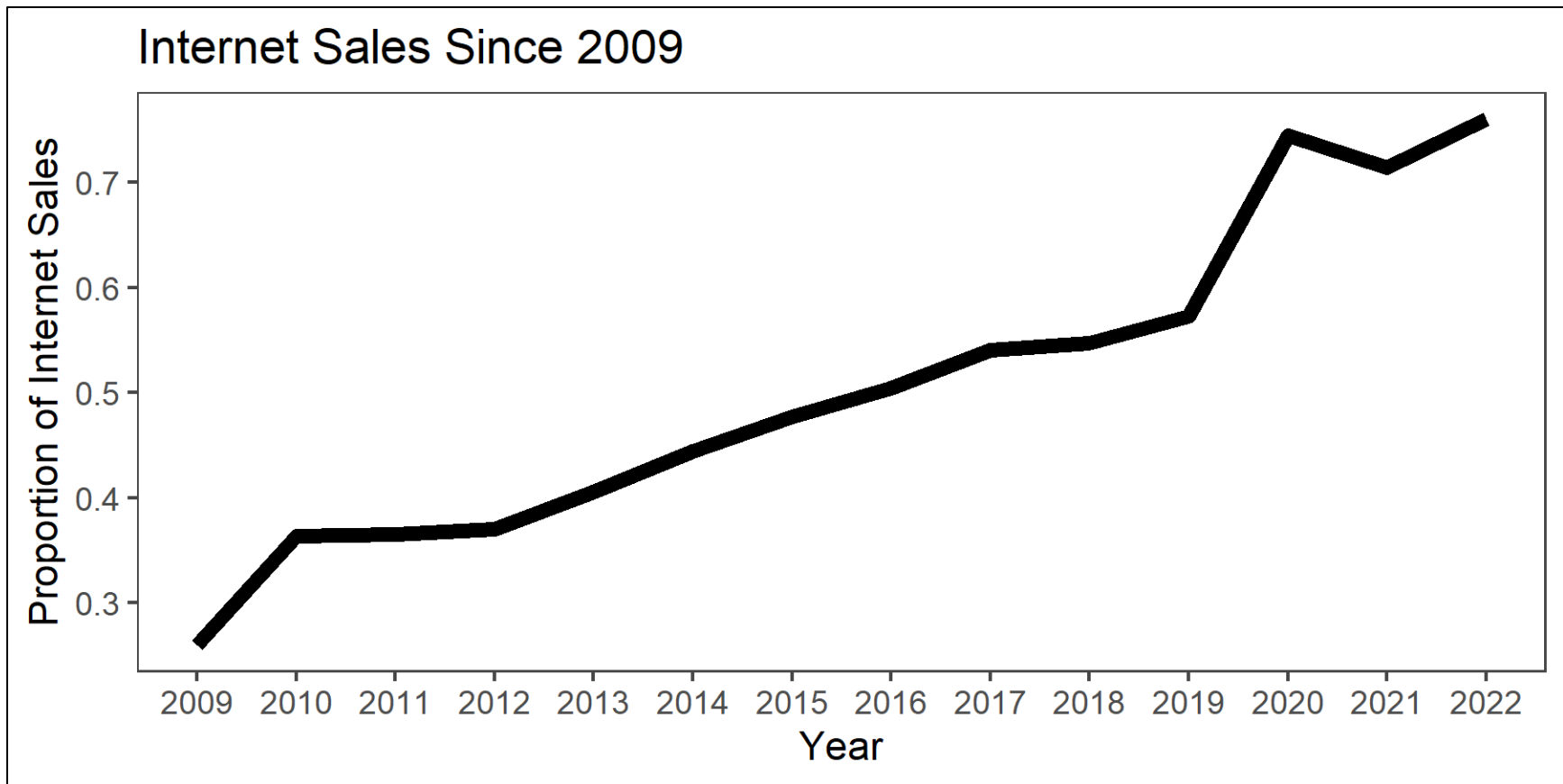


Figure 3: The proportion of fishing licenses bought via our online licensing platform from 2009 to the first quarter of 2022.

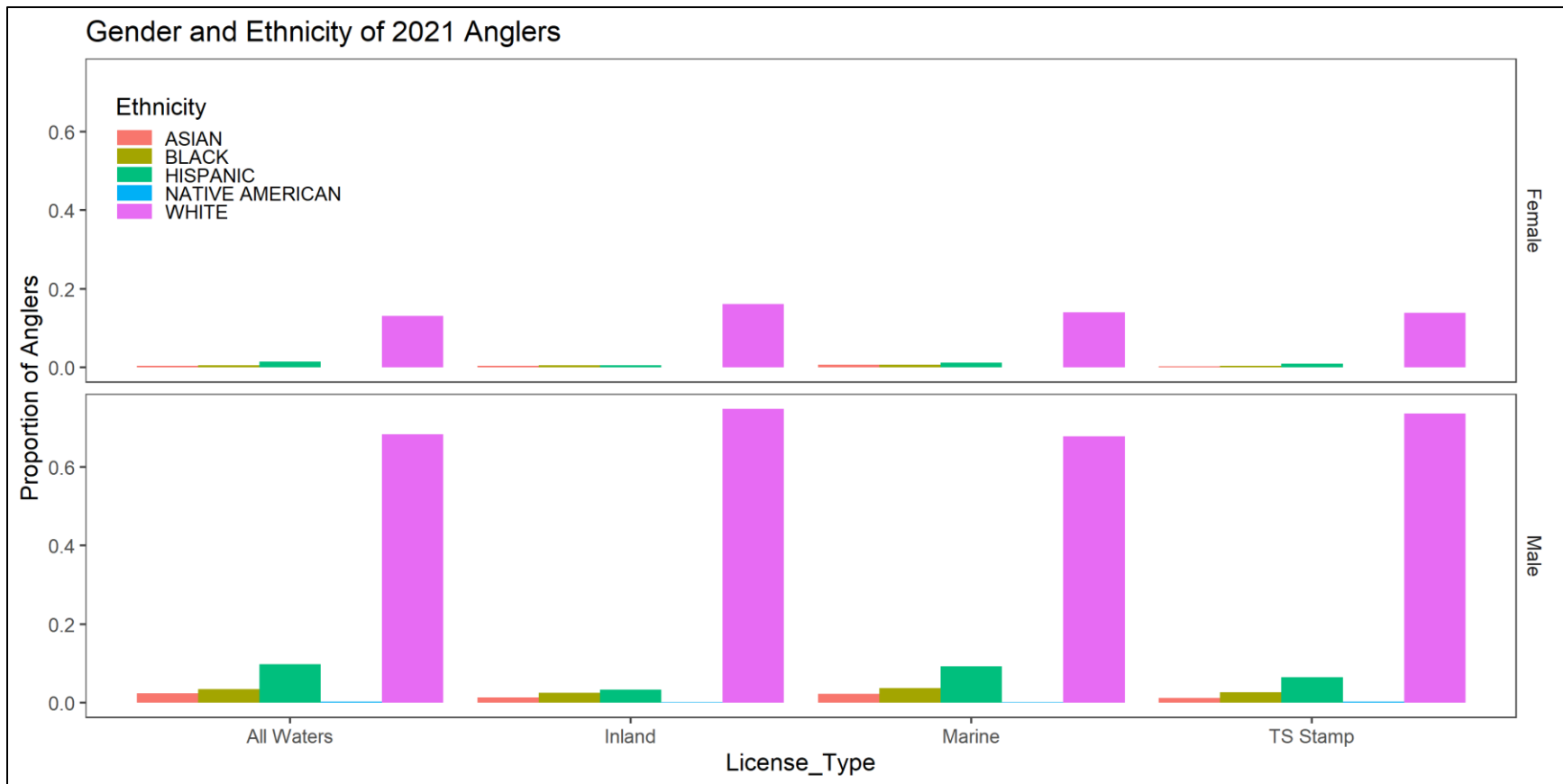


Figure 4: The gender and ethnicity of fishing license holders in 2021. The top row is female, the bottom row is male, and the four license categories are shown on the bottom. Within license categories, the different ethnic categories are color-coded. From left to right, the categories are Asian, Black, Hispanic, Native American, and White. All bars within a license category, male and female combined, sum to one.

Plan Design:

The Connecticut DEEP Fisheries Division has developed an Angler R3 Plan to distill what has been learned and organize our efforts moving forward, designed to complement the previously developed Hunting R3 Plan. The Angler R3 Plan needs to function at multiple levels. Some users will desire a broad overview of our vision, some will be interested in more details on our specific goals and objectives, and those working to implement the plan will need action items, evaluation strategies, and more. To make the plan relevant to each of these audiences, our R3 efforts are structured into a hierarchy of three different themes: Opportunities and Access, Adult-Onset Participation, and Feeding the Flame. Each theme was led by a different staff member and has a hierarchy of goals, objectives, and details needed for implementation. To organize these elements in a consistent way that allows for mutual understanding and collaboration, we used a template adapted from the Colorado academic standards by Tabbi Kinion of the Arkansas Game and Fish Commission for their R3 plan. These “R3 Standards” allowed us to provide detailed information related to each objective that staff and partners can use to guide implementation.

Many of the proposed objectives will create or refine products as varied as Community Fishing Waters and online learning platforms. To make the most of these efforts, we will leverage our strong social media following, email listservs, and communications office to get the word out about our new and improved products. Specific marketing efforts are proposed as appropriate throughout the plan.

To learn and grow from our efforts, it’s also essential to first view them and their effects clearly. We need to develop clear metrics and evaluation strategies in advance to know if what we are doing is having the intended effect. Ongoing evaluation offers the opportunity to manage

adaptively – to lean into what is working and fix what is not during the course of a program. Evaluation upon completion lets us know if the results justify continuation in an environment where resources are limited. As such, the proposals in this plan will be subject to evaluation based on analyses determined in advance of implementation that accompany each objective.

The following is an executive summary of the three themes (numbered) with their goals (lettered) and objectives (roman numerals). Afterwards, each theme will be explained in further detail, with each objective being paired with the information needed to implement and evaluate.

1. Opportunities and Access – Brian Eltz and David Molnar
 - a. Maintain and expand diverse, high-quality fisheries in Connecticut.
 - i. Explore opportunities to expand the Community Fishing Waters (CFW) and Enhanced Opportunity Shore Fishing (EOSF) programs.
 - ii. Design and implement a litter mitigation plan for CFW and EOSF sites.
 - b. Increase the awareness of fishing opportunities to a diverse audience.
 - i. Support CT Fish and Wildlife app development.
 - ii. Develop a resource map of all publicly accessible fishing access points.
 - iii. Create Spanish translations of important web content.
2. Adult-Onset Participation – Justin Wiggins
 - a. Education – self-paced virtual instruction and in-person fishing instruction.
 - i. Develop an e-learning introductory fishing course.
 - ii. Deliver virtual “Learn to Fish” content through videoconferencing.
 - b. Community – create, connect, and coordinate community fishing groups.
 - i. Develop a community page for anglers to discover and connect with fishing groups in Connecticut.

- ii. Develop community group of CARE volunteers.
 - c. Resources – ensure access to online resources for adult-onset anglers.
 - i. Develop an instructional video library.
- 3. Feeding the Flame – Mike Beauchene
 - a. Develop start to finish informational guides, also known as “roadmaps”, of resources to get involved in fishing.
 - i. Create saltwater and freshwater fishing roadmaps.
 - ii. Develop species-specific roadmaps for underutilized fisheries.
 - b. Improve angler recognition.
 - i. Electronic submission system for angler catches.
 - ii. Improved user access to catch data.

Opportunities and Access:

There is no fishing without fish and ways to access them. Accordingly, ensuring access to high quality fishing opportunities must be a central component of any effort to increase participation in fishing. In recent years, the Fisheries Division has increasingly focused on improving fishing opportunities in urban communities through trout stocking, Channel Catfish stocking, and special regulations. These efforts have created new, high-quality fisheries closer to home through the Community Fishing Waters Program and the Enhanced Opportunity Shore Fishing Program. However, public support of Channel Catfish stocking has been mixed, and we still do not fully understand what fishing opportunities are most preferred by urban constituents. Additionally, some of our more popular urban fishing sites suffer from excessive littering, reducing the aesthetic value and potentially the safety of public access points. As such, continued efforts to improve urban fishing opportunities should seek more community input and foster local stewardship to create and maintain fishing opportunities that are both accessible and desirable to a diverse audience.

In addition to physical access, anglers need access to information. Legal access and freshly stocked fish serve no purpose if they remain unknown to the public. To address this limitation, we plan to develop a resource map of all known fishing opportunities, largely building on existing resource maps. In addition, about 12% of Connecticut residents are native Spanish speakers. Consistently offering bilingual content on fisheries-related webpages will make Connecticut's excellent fishing opportunities more accessible to our Spanish speaking communities. Lastly, combining these resources and others into a mobile app will allow easy access for upcoming generations of anglers. The following tables cover each objective in greater detail, outlining how we will improve fishing opportunities and access in Connecticut.

Theme	Opportunities and Access.	
Goal	Maintain and expand diverse, high-quality fisheries in Connecticut.	
Objective #1	Explore opportunities to expand the Community Fishing Waters (CFW) and Enhanced Opportunity Shore Fishing (EOSF) program.	
Strategies	<i>What needs to be done?</i>	Target Audiences
<p>A: Determine what fishing opportunities would be most desired in urban centers.</p> <p>B: Inventory lakes, ponds, and shore access points in or near underserved urban centers that could support additional CFW or EOSF sites.</p> <p>C: Prioritize future CFW and EOSF sites based on results from previous strategies.</p>		Urban residents lacking quality, nearby fishing opportunities.
Actions	<i>To-do list to accomplish above strategies.</i>	Resources needed
<p>A.1: Develop a multi-mode survey to better understand the desires of urban anglers.</p> <p>A.2: Deploy survey in-person to anglers at current CFW and EOSF sites.</p> <p>A.3: Deploy survey via social media, email listserv, and CT Fishin’ Tips newsletter, including questions that let us identify users as urban, suburban, or rural.</p> <p>A.4: Analyze survey results to determine what makes a desirable fishery to urban constituents.</p> <p>B.1: Focusing on the 10 largest cities in CT (Bridgeport, New Haven, Stamford, Hartford, Waterbury, Norwalk, Danbury, New Britain, West Hartford, and Bristol), inventory public fishing access points within or immediately adjacent to city limits, noting distance from nearest current CFW and EOSF, waterbody size, and other relevant characteristics.</p> <p>B.2: Perform site visits to access points from B.1 to score quality of access and determine eligibility for fish stocking if appropriate.</p> <p>B.3: Rank inventoried sites based on need (as measured by distance from nearest CFW or EOSF), quality of access, and waterbody characteristics (e.g., if it can support fish stocking).</p> <p>C.1: Develop a combined scoring system of results from strategies A and B to prioritize development of additional CFW and EOSF sites.</p> <p>C.2: Communicate with the relevant community contacts of the high-priority sites to assess interest in and feasibility of creating new CFW or EOSF sites.</p>		<p>Staff time to develop and evaluate survey results.</p> <p>Seasonal(s) to perform angler surveys at current CFW and EOSF sites.</p> <p>Access to emails of urban anglers.</p> <p>Ability to add to the CT Fishin’ Tips newsletter.</p> <p>Permissions to post on Connecticut Fish and Wildlife social media accounts.</p> <p>Staff time to inventory fishing access points and perform site visits.</p> <p>Contact information for owners/maintainers of fishing access points that are high-priority candidates for establishing CFW or EOSF sites.</p> <p>Staff time to communicate and coordinate with aforementioned parties.</p>

Metrics	Year One (<i>how do we know we are on the right track?</i>)	Year Five (<i>how do we measure if we accomplished this objective?</i>)
	<p>Survey from strategy A has been developed and is being deployed through multiple mediums.</p> <p>The work of inventorying urban fishing access points has been allocated to the appropriate staff and is underway.</p>	<p>Survey results have been analyzed and developed into a publicly accessible report.</p> <p>The fishing access inventory is complete and made available for use in other complementary objectives (e.g., develop a resource map of all known, publicly accessible fishing access points).</p> <p>A scoring system to prioritize potential CFW and EOSF sites has been implemented, and a report has been developed to share results internally.</p>
Evaluation	Evaluation Questions (<i>What needs to be answered to determine if our actions and strategies are accomplishing this objective?</i>)	Evaluation Analysis (<i>How do we plan to answer the evaluation questions?</i>)
	<p>Do we have an improved understanding of the desires of urban anglers in Connecticut?</p> <p>Do we know what waterbodies and management paradigms could be developed to best meet the needs and interests of our urban anglers?</p>	<p>Ensure that we have analyzed the feedback of greater than 200 urban anglers from multiple communities in Connecticut and found common themes in what constitutes a desirable fishery.</p>
Connections	Community Fishing Waters, Enhanced Opportunity Shore Fishing, Trout Stocking Map, Saltwater Resources Map, Angler Surveys	

Theme	Opportunities and Access.	
Goal	Maintain and expand diverse, high-quality fisheries in Connecticut.	
Objective #2	Design and implement a litter mitigation plan for CFW and EOSF sites.	
Strategies	<i>What needs to be done?</i>	Target Audiences
A: Determine current litter mitigation strategies, if any, in place at CFW and EOSF sites. B: Estimate the need for additional site-specific litter management. C: Develop and propose solutions to the relevant CFW and EOSF partners to mitigate litter accumulation.		Anyone who recreates at a designated CFW or EOSF site.
Actions	<i>To-do list to accomplish above strategies.</i>	Resources needed
A.1: Look for trash cans, signage, or other methods of reducing litter during the angler surveys proposed in Objective #1, Action A.2. A.2: Communicate with CFW and EOSF partners about their experiences managing litter at their locations, including any current or past mitigation strategies. B.1: Have staff assess the need for additional litter mitigation during the angler surveys proposed in Objective #1, Action A.2. B.2: Staff should briefly describe the location, type, and amount of trash encountered at each location. B.3: Findings should be summarized into an internal report detailing the site-specific litter burden at each CFW and EOSF site. C.1: Where need for additional litter control has been established, discuss what the CT DEEP could do to support the local managers by reaching out to the relevant CFW and EOSF partners. C.2: Develop a temporary working group of CT DEEP staff from the BNR and BOR to review suggestions from C.1 and assess opportunities to support local managers by providing seasonal support, signage, coordination with volunteer groups, or other proposed solutions. C.3: Work with community partners to implement proposed litter mitigation strategies. C.4: Perform an additional in-person assessment analogous to Action B.2 after implementation to evaluate project outcomes.		Seasonal(s) to assess need for litter mitigation during angler surveys at CFW and EOSF sites before and after implementation of litter mitigation strategies. Contact information for CFW and EOSF partners. Staff time to communicate and coordinate with aforementioned parties. BNR and BOR staff time to run temporary working group. Additional resources based on the solutions proposed in Action C.2 and implemented in Action C.3. Staff time to evaluate success of strategies based on findings from Actions B.2 and C.4 and write an internal report.

Metrics	Year One <i>(how do we know we are on the right track?)</i>	Year Five <i>(how do we measure if we accomplished this objective?)</i>
	Current litter mitigation strategies and the need for additional site-specific support are known. CFW and EOSF partners' contact information is compiled. Potential members of the litter mitigation working group are identified.	Strategies for litter mitigation have been implemented where appropriate and seasonal staff have surveyed the type, amount, and location of litter pre- and post-implementation. These results have been analyzed and written into an internal report.
Evaluation	Evaluation Questions <i>(What needs to be answered to determine if our actions and strategies are accomplishing this objective?)</i>	Evaluation Analysis <i>(How do we plan to answer the evaluation questions?)</i>
	Have we improved the quality of access at our urban fishing locations by reducing litter?	Determine if the litter mitigation strategy successfully reduced trash burden by analyzing pre- and post-implementation litter results collected in Actions B.2 and C.4.
Connections	Community Fishing Waters, Enhanced Opportunity Shore Fishing, Angler Surveys	

Theme	Opportunities and Access.	
Goal	Maintain and expand diverse, high-quality fisheries in Connecticut.	
Objective #3	Support CT Fish and Wildlife app development.	
Strategies	<i>What needs to be done?</i>	Target Audiences
A: Review previous attempts at app development and develop new strategy. B: Apply for RBFF R3 Grant to support app development. C: Offer ongoing informational and logistics support to promote app development and continued operation.		Young adults and tech-savvy anglers who want fishing licenses and information organized and readily available on mobile devices.
Actions	<i>To-do list to accomplish above strategies.</i>	Resources needed
A.1: Reconvene App Development Working Group. A.2: Review previous CT Fish and Wildlife app development materials, including proposals, business needs documents, any contractor communications, and staff assignments. A.3: Determine why app development efforts stalled previously and rethink strategy for promoting development. B.1: Include applying for an RBFF R3 grant to support app development as part of A.2. B.2: Share draft proposal among BNR outreach staff to refine. B.3: Discuss proposal with Stephanie Hussey (RBFF) to ensure competitiveness. B.4: Develop commitment to pursue app development with cash-match from the business office. C.1: Provide content to app developers including maps, regulations, licensing information, etc. C.2: Implement communication feature for app users to ask DEEP staff questions and ensure these communications are addressed in a timely fashion. C.3: Provide updated content as needed for the lifetime of the app.		Staff time to review previous app development efforts and develop new strategy. Staff time and Business Office support to submit an R3 grant to RBFF to develop app. State funds to cover development costs and/provide cash match to RBFF grant if successful. Staff time to provide app content and ongoing support to developers and app users.
Metrics	Year One <i>(how do we know we are on the right track?)</i>	Year Five <i>(how do we measure if we accomplished this objective?)</i>
Previous app development efforts have been reviewed and a new strategy identified. Potential app contractors have been identified and an R3 grant proposal has been submitted to RBFF.		The CT Fish and Wildlife app is operational and receiving ongoing support from developers and relevant staff.

Evaluation	Evaluation Questions (<i>What needs to be answered to determine if our actions and strategies are accomplishing this objective?</i>)	Evaluation Analysis (<i>How do we plan to answer the evaluation questions?</i>)
	<p>Have we made accessing fish and wildlife information easier for mobile users?</p> <p>Have we made communication easier between DEEP BNR and its constituents?</p>	<p>Evaluate app usage statistics and assess if it is displacing mobile users of the DEEP website – indicating customer preference for the app.</p> <p>Assess reach and effectiveness of messages sent to app users using tracking techniques and compare to email communications.</p>
Connections	CT is Fishy, Trout Stocking Map, Saltwater Resources Map, Objective #3, Fishing Guides, Online Licensing System	

Theme	Opportunities and Access.	
Goal	Increase the awareness of fishing opportunities to a diverse audience.	
Objective #4	Develop a resource map of all publicly accessible fishing access points.	
Strategies	<i>What needs to be done?</i>	Target Audiences
A: Compile data on public fishing access. B: Organize data into a user-friendly, interactive map. C: Make the resource map and raw data available to the public on our website. D: Advertise the new product through multiple channels.		Novice anglers looking for access points close to home. Experienced anglers trying to identify new opportunities.
Actions	<i>To-do list to accomplish above strategies.</i>	Resources needed
A.1: Combine access data from the CT is Fishy App, Trout Stocking Map, and Saltwater Resources Map. A.2: Add any additional sites listed in the Fishing Guide or described in Objective #1, Strategy B. A.3: Add site-specific regulations to access point data. A.4: Add free directions when possible, using Google Maps share feature (e.g., Bantam Lake Boat Launch). A.5: Include a list of known species when available. A.6: Send draft inventory to Fisheries staff for review. B.1: Develop an ArcGIS web application using data compiled in strategy A. B.2: Implement the “Near Me” widget . B.3: Allow for intuitive user queries to filter results (e.g., letting user sort by freshwater vs. saltwater or stocked vs. not stocked). C.1: Create a webpage to house the resource map. C.2: Embed the map on the page itself, if possible, in addition to providing link. C.3: Include a link to download the raw data supporting the map as an Excel sheet. C.4: Make the map easily discoverable to web users by altering metadata for search engine optimization and linking from multiple sources on the DEEP website. D.1: Develop an infographic highlighting the new map product. D.2: Share link and infographic on each Connecticut Fish and Wildlife social media account. D.3: Include infographic and link to product in CT Fishin’ Tips newsletter. D.4: Include link to this resource in listserv emails.		Staff time to compile data from various sources. Staff time to review data. ArcGIS software and staff time to develop raw data into ArcGIS web application. Staff time to develop webpage. Staff time to develop infographic. Staff time and social media permissions to share link to newly developed webpage via several mediums.

Metrics	Year One (<i>how do we know we are on the right track?</i>)	Year Five (<i>how do we measure if we accomplished this objective?</i>)
	Staff have been assigned to project and access data are being collected in a shared repository.	Online map application containing information on known access points has been created and widely distributed.
Evaluation	Evaluation Questions (<i>What needs to be answered to determine if our actions and strategies are accomplishing this objective?</i>)	Evaluation Analysis (<i>How do we plan to answer the evaluation questions?</i>)
	Have we made it easier for Connecticut residents to find fishing opportunities in the state?	Using Google Analytics, track if users are trending towards the new map over existing products (e.g., Saltwater Resource Map) and if usage is increasing generally with time. Include link to feedback form in the map interface to allow users to comment on incorrect or incomplete information and review product.
Connections	Saltwater Resource Map, Trout Stocking Map, CT is Fishy, Objective #1	

Theme	Opportunities and Access.	
Goal	Increase the awareness of fishing opportunities to a diverse audience.	
Objective #5	Create Spanish translations of important web content.	
Strategies	<i>What needs to be done?</i>	Target Audiences
	A: Determine what webpages are good candidates for translation into Spanish. B: Send the text from the webpages in Strategy A to Global Interpreting Network Inc. for translation. C: Make Spanish versions of the translated pages. D: Develop standard way to toggle between English and Spanish versions. E: Develop workflow to maintain new pages.	Connecticut residents who prefer or require Spanish language content.
Actions	<i>To-do list to accomplish above strategies.</i>	Resources needed
	A.1: Identify the top 10 most trafficked pages using Analytics. A.2: Identify pages with information needed for legal compliance. A.3: Identify pages of evergreen content (i.e., pages that stay relevant without ongoing maintenance). B.1: Compile the text from pages identified in Strategy A and send to Global Interpreting Network Inc. B.2: Allow time for internal review of initial translations by bilingual DEEP staff. C.1: Create webpages with updated Spanish text. C.2: Update alternative text of pictures and page metadata. D.1: Develop a small, eye-catching, and intuitive graphic to be placed at a standard location on pages for which translations are available. D.2: Add this graphic with a link to its translated equivalent to each page for which translations are available. E.1: Ensure content authors track changes to the English versions of translated pages. E.2: Regularly submit these updates to Global Interpreting Network Inc. to make timely updates to Spanish translations. E.3: Develop shared document to track the old and new versions of the English and Spanish text.	Staff time to access and review Google Analytics data and existing webpages. Funds to cover translation services with Global Interpreting Network Inc. Bilingual staff time to review translation. Content author staff time to create new webpages. Graphic design staff time to develop translation toggle feature. Ongoing administrative burden on content authors to track changes to the translated webpages and communicate updated text with Global Interpreting Network Inc.

E.4: Encourage internal review of substantive changes to the Spanish translations.		
Metrics	Year One (<i>how do we know we are on the right track?</i>)	Year Five (<i>how do we measure if we accomplished this objective?</i>)
Websites in need of translation have been identified and text has been sent to Global Interpreting Network Inc.		Spanish translations are easily accessible for our most popular and important pages.
Evaluation	Evaluation Questions (<i>What needs to be answered to determine if our actions and strategies are accomplishing this objective?</i>)	Evaluation Analysis (<i>How do we plan to answer the evaluation questions?</i>)
Have we made our web content more accessible to the Spanish-speaking residents of Connecticut?		Using Google Analytics, track if the new Spanish pages are increasing in usage over time and/or being used in proportion to the fraction of anglers who identify as Spanish speaking.
Connections	Spanish version of the Fishing Guide, Spanish translation of new Pocket Guide	

Adult-Onset Participation:

Let's be clear. . . no one wants to stop teaching kids how to fish! But there's a problem – it can be hard to make a difference in participation by targeting kids directly. Kids often don't have control of the resources (money, time, and transportation) that they would need to go fishing when their guardians don't already fish. If their guardians do fish, then they are likely to learn fishing within the family without our assistance. Additionally, there are countless adults who didn't benefit from early fishing experiences with their families. This may be especially true in underserved communities where we are establishing new fishing opportunities because the lack of historical fishing options in these areas would have hindered the development of local fishing knowledge and traditions. Everyone deserves an opportunity to learn about and benefit from our public trust resources, regardless of background.

Fortunately, most adults are interested in fishing even though only a minority participate. By tailoring educational materials and community outreach efforts we can make fishing more welcoming to adults in Connecticut. For those with children, they will become equipped to pass their newfound fishing traditions on for generations to come. The following objectives will describe in greater detail how we plan to support adults who may have no previous fishing experience through education, fostering engagement with the fishing community, and connecting them with existing fishing resources. Our Adult-Onset Participation team is ahead of the game and has already started to implement multiple objectives. These items are still included to show the value of ideas generated during our planning meetings and to formalize ongoing evaluations.

Theme	Adult-Onset Participation.	
Goal	Education – self-paced virtual instruction and in-person fishing instruction.	
Objective #6	Develop an e-learning introductory fishing course. (*English version of course is completed.*)	
Strategies	<i>What needs to be done?</i>	Target Audiences
A: Identify a contractor to pursue course development. B: Work with contractor to modify and establish course content. C: Make course accessible on the CT DEEP website. D: Pursue Spanish translation of course. E: Track course usage and user experience.		New anglers seeking educational content at their own pace and on their own schedule. Anglers who are interested in Introduction to Fishing but don't have the ability to attend in-person.
Actions	<i>To-do list to accomplish above strategies.</i>	Resources needed
A.1: Determine business needs and find contractor with matching capacities. A.2: Work through Business Office to establish working relationship with contractor. B.1: Work with contractor to outline course features and content. B.2: Support course development by providing content and guidance to contractor. B.3: Engage in periodic reviews to ensure course function and content quality. C.1: Work with OIM to put the course on depdata. C.2: Provide links to course where appropriate throughout the CT DEEP website. D.1: Work with contractor to establish Spanish language version of the course. D.2: Work with Global Interpreting Network Inc. as needed to translate written content. D.3: Recruit Spanish speakers as needed to recreate video content in Spanish. D.4: Use Spanish keywords in the course metadata and including links to it that are written in Spanish on CT DEEP website to ensure easy access. E.1: Work with OIM to include Google Analytics tracking on live course. E.2: Track course engagement through time. E.3: Track any feedback on user experience.		Staff time to seek out and coordinate with contractor. Funds to pay contractor for course development. Staff time to provide content to contractor and review product. Funds to cover translation services with Global Interpreting Network Inc. Bilingual staff time to review translation and potentially recreate video content. OIM staff support to get course operational on depdata. Content author staff time to update webpages with supporting Spanish content. Staff time to monitor course usage and user feedback.

Metrics	Year One (<i>how do we know we are on the right track?</i>)	Year Five (<i>how do we measure if we accomplished this objective?</i>)
	English language version of the course is publicly accessible on the depdata site.	English and Spanish course versions are accessible and being used.
Evaluation	Evaluation Questions (<i>What needs to be answered to determine if our actions and strategies are accomplishing this objective?</i>)	Evaluation Analysis (<i>How do we plan to answer the evaluation questions?</i>)
	Are Connecticut anglers able to learn Introduction to Fishing material online at their own pace? Are the courses being used frequently enough to provide cost savings to CT DEEP relative to in-person courses?	Survey course participants to determine pre- and post-confidence in fishing to ensure that angler confidence significantly improves. Using Google Analytics, track the number of unique users to determine cost-per-user and compare to the cost-per-user of in-course Introduction to Fishing courses.
Connections	CARE Introduction to Fishing, Spanish Translations	

Theme	Adult-Onset Participation.	
Goal	Education – self-paced virtual instruction and in-person fishing instruction.	
Objective #7	Deliver virtual Learn to Fish content through videoconferencing (*ONGOING*).	
Strategies	<i>What needs to be done?</i>	Target Audiences
A: Adapt existing Introduction to Fishing course materials to a videoconferencing format. B: Advertise the classes through multiple mediums. C: Offer next steps to participants by coordinating classes with in-person fishing opportunities.		Anglers who interested in Introduction to Fishing and don't have the ability to attend in person but are still interested in a live format and the ability to ask questions.
Actions	<i>To-do list to accomplish above strategies.</i>	Resources needed
A.1: Adjust the existing Introduction to Fishing PowerPoint presentation to not rely on physical aides. A.2: Add content to the presentation to account for the lack of an immediately following fishing experience. B.1: Make class schedule and registration easily accessible on the CT DEEP website. B.2: Promote the relevant webpage(s) on social media and in email contacts where appropriate. C.1: Schedule the videoconference classes for pre- and mid-fishing season so that participants will be able to register for a fishing experience after. C.2: Collect emails from participants in the registration form to advertise new fishing opportunities to them after course completion.		Staff time to adapt Introduction to Fishing materials and present them via videoconferencing software. Access to a videoconferencing service (e.g., Zoom). Staff time to advertise classes on social media and through emails. Staff time to manage registration. Staff time to follow up with participants about ongoing in-person fishing opportunities. Staff time to maintain class schedules and registration forms on CT DEEP webpages.
Metrics	Year One (<i>how do we know we are on the right track?</i>)	Year Five (<i>how do we measure if we accomplished this objective?</i>)
Introduction to Fishing Courses are offered through videoconferencing on a regular schedule.		Introduction to Fishing Courses are still being offered, and past participants are going on to participate in in-person fishing experiences.
Evaluation	Evaluation Questions (<i>What needs to be answered to determine if our actions and strategies are accomplishing this objective?</i>)	Evaluation Analysis (<i>How do we plan to answer the evaluation questions?</i>)

<p>Are Connecticut anglers able to learn Introductory Fishing material in a live format through videoconferencing?</p> <p>Are the participants going on to participate in fishing?</p>	<p>Survey course participants to determine pre- and post-confidence in fishing to ensure that angler confidence significantly improves. Using our licensing and event registration databases, track the number of participants who go on to attend a fishing event and/or buy a fishing license.</p>
<p>Connections CARE Introduction to Fishing</p>	

Theme	Adult-Onset Participation.	
Goal	Community – create, connect, and coordinate community fishing groups.	
Objective #8	Develop a community page for anglers to discover and connect with fishing groups in Connecticut.	
Strategies	<i>What needs to be done?</i>	Target Audiences
A: Find and compile contact information for reputable fishing groups in Connecticut. B: Create a webpage that includes information on each of the reputable fishing groups in Connecticut. C: Connect anglers with these fishing communities.		New or current anglers interested in engaging with the fishing community to provide and/or receive ongoing support with peers.
Actions	<i>To-do list to accomplish above strategies.</i>	Resources needed
A.1: Communicate with known groups in the fishing community to get their contact information and permission to share in the proposed resource. A.2: Request that they also share information about fishing groups not currently known to the CT DEEP. A.3: Reach out to groups identified in A.2 to determine suitability and collect contact information and the permission to share it. A.4: Add additional fishing groups as appropriate after the development of the initial repository. B.1: Make a webpage to house these fishing community resources. B.2: Include organization names and other keywords in metadata to improve SEO. B.3: Provide links to this new resource where appropriate throughout the CT DEEP website. C.1: Advertise new community resource on Connecticut Fish and Wildlife social media accounts. C.2: Encourage CARE course graduates to view the webpage and reach out to organizations if interested. C.3: Include link to this resource as appropriate in email communications (e.g., CT Fishin’ Tips newsletter).		Staff time to coordinate with community fishing groups. Content author time to put contact materials on CT DEEP webpage. Staff time to advertise new webpage on social media and through emails. Staff time to adjust CARE class materials to include this new community resource as appropriate.
Metrics	Year One <i>(how do we know we are on the right track?)</i>	Year Five <i>(how do we measure if we accomplished this objective?)</i>
Contact information for fishing groups in Connecticut has been collected and the groups have agreed to let us house it on our website.		The new webpage is up and running and fishing groups in Connecticut are getting new members through this resource.
Evaluation	Evaluation Questions <i>(What needs to be answered to determine if our actions</i>	Evaluation Analysis <i>(How do we plan to answer the evaluation questions?)</i>

	<i>and strategies are accomplishing this objective?)</i>	
Are Connecticut anglers using this resource to connect with fishing organizations in the state?		At the end of the 5-year period, encourage community groups included in the resource to communicate new memberships acquired through the community fishing page with us. Using Google Analytics, track traffic to and away from this page, determining if users are engaging with the provided links and contact information for fishing groups.
Connections	CARE Introduction to Fishing, Connecticut Fish and Wildlife social media	

Theme	Adult-Onset Participation.	
Goal	Community – create, connect, and coordinate community fishing groups.	
Objective #9	Develop a community group for CARE volunteers.	
Strategies	<i>What needs to be done?</i>	Target Audiences
A: Develop a Facebook group for CARE volunteers. B: Assign a CARE staff member as moderator. C: Invite CARE volunteers to use the Facebook group. D: Encourage engagement of CARE volunteers with staff and each other to enhance retention.		CARE volunteers.
Actions	<i>To-do list to accomplish above strategies.</i>	Resources needed
A.1: Create a Facebook group with an intuitive title. A.2: Ensure that group is set to private (i.e., new members need to apply to join). A.3: Include application questionnaire that includes enough information for administrator to confirm that they are a CARE volunteer or DEEP staff member. B.1: Assign a CARE staff member with Facebook authoring privileges as a group administrator. B.2: Ensure that the staff member will have adequate time to monitor group content and accept new group members in a timely fashion. C.1: Invite CARE volunteers to join the page through an email to all CARE volunteers. C.2: Include the Facebook group as part of the onboarding materials for new CARE volunteers. C.3: Include information about the group on the instructor resources section of the CARE website. D.1: Post email content to CARE volunteers through the Facebook group. D.2: Post fun event pictures and updates in the group. D.3: Encourage volunteers to actively participate by posting updates from their outings in the group. D.4: Encourage volunteers to post questions in the Facebook group to receive peer support from other volunteers in addition to staff support.	Staff time to create and administer Facebook group. Access to CARE email list. Content author time to update instructor resources page. Buy-in from CARE volunteers.	
Metrics	Year One <i>(how do we know we are on the right track?)</i>	Year Five <i>(how do we measure if we accomplished this objective?)</i>
Community Facebook group has been created and one or more staff members assigned as administrators.		Most CARE volunteers have joined the Facebook group and many are

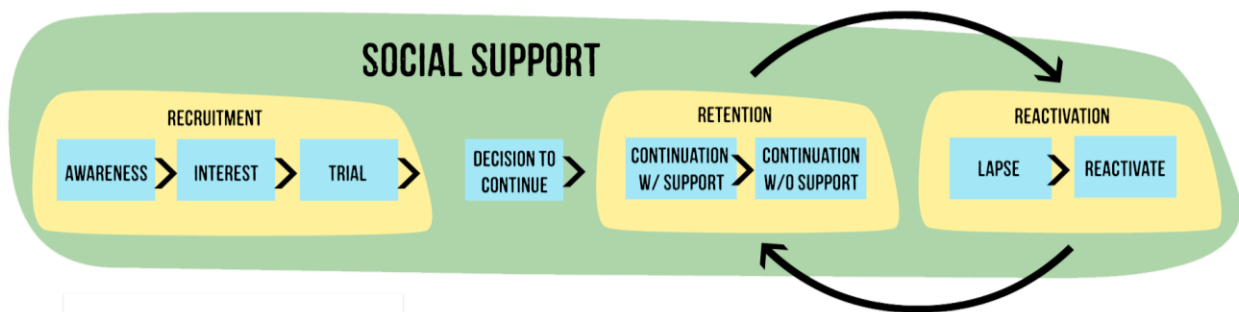
		using it to ask questions and share updates.
Evaluation	Evaluation Questions (<i>What needs to be answered to determine if our actions and strategies are accomplishing this objective?</i>)	Evaluation Analysis (<i>How do we plan to answer the evaluation questions?</i>)
Are volunteers more likely to stay active with the CARE Program? Are CARE volunteers able to find support from their peers through the group?		Evaluate if implementing the Facebook group increases the number of volunteer hours per CARE volunteer. Survey CARE volunteers to determine if they find the group to be a valuable resource worth administering on an on-going basis at the end of the 5-year period.
Connections	CARE Program. CT Fish and Wildlife social media	

Theme	Adult-Onset Participation.	
Goal	Resources – ensure access to online resources for adult-onset anglers.	
Objective #10	Develop an instructional video library (*ONGOING*).	
Strategies	<i>What needs to be done?</i>	Target Audiences
A: Determine what content would be most useful to develop in video format. B: Develop video production workflow. C: Promote video content.		Anglers seeking convenient access to help on specific topics. Anglers who prefer to engage with video content.
Actions	<i>To-do list to accomplish above strategies.</i>	Resources needed
A.1: CARE staff determine how best to divide current instructional resources into short video segments. A.2: CARE and fish management collaborate to identify additional content well-suited for a video presentation. B.1: Practice recording video and audio with state equipment (e.g., assigned smartphone) and determine additional equipment needed for high quality video and audio. B.2: Have one or more full time and/or seasonal staff develop proficiency at video editing. B.3: Recruit seasonal staff with backgrounds in content creation and video production to provide support. B.3: Develop a captioning workflow with 3 Play Media to ensure ADA compliance of videos. C.1: Coordinate with Kathleen Perzanowski (Land and Water Resources Division, Bureau of Water Protection and Land Reuse) to upload videos to CT DEEP Video YouTube channel. C.2: Coordinate with Connecticut Fish and Wildlife social media managers to promote videos immediately after listing on YouTube. C.3: Embed videos into CARE and fish management webpages as appropriate. C.4: Incorporate video content in CARE and fish management presentations as appropriate. C.5: Include links to our YouTube channel alongside links to our other social media accounts in email and webpage signatures.	Staff time to identify needs for video content. Funds to acquire additional video and audio equipment as deemed necessary in Action B.1. Staff time to film and edit video content. Staff time and funds to recruit seasonal staff with backgrounds in content creation. Funds to caption videos with 3 Play Media. Working relationships with Kathleen Perzanowski and social media managers to ensure timely posting and promotion of videos. Content author time to embed videos on webpages and add a link to our YouTube page to webpage signatures.	
Metrics	Year One (<i>how do we know we are on the right track?</i>)	Year Five (<i>how do we measure if we accomplished this objective?</i>)

<p>Video need identified and a production workflow has been established.</p>	<p>High-quality videos covering the basic topics of fishing and fish management are housed on the CT DEEP Video YouTube channel and shared widely through our various outreach mediums.</p>
<p>Evaluation</p>	<p>Evaluation Questions (<i>What needs to be answered to determine if our actions and strategies are accomplishing this objective?</i>)</p>
<p>Are anglers in Connecticut finding value in our video content?</p> <p>Do viewers go on to further engage with our programs (e.g., the CARE program)?</p>	<p>Determine the views for fishing content videos on our YouTube channel through time to see if there is growing engagement and a reasonable return on investment by comparing the investment to reach ratio relative to in-person presenting.</p> <p>Assess the like/dislike ratio of videos to quantity viewer satisfaction with content.</p> <p>Ask CARE program attendees if they watched any of our video content and if they found it useful.</p>
<p>Connections</p>	<p>CARE Program, Fish Management</p>

Feeding the Flame:

There's more to becoming an angler than catching a fish. The first time you wet a line involves several stages, including awareness, interest, and trial (i.e., trying fishing). From there, you can decide whether to continue in fishing. This understanding is formalized in the Outdoor Recreation Adoption Model (ORAM), where people progress through a series of steps from awareness of fishing to continued fishing without support. Generating interest in fishing and offering trial experiences are great ways to get new anglers into the pipeline, but continuing social support is needed for many to stay engaged. Accordingly, we need to develop specific resources for people at different stages of the fishing journey.



Outdoor Recreation Adaaoption Model figure developed and made available by the Council to Advance Hunting and the Shooting Sports.

In ORAM lingo, this theme is for those in the “continuation with support” category. We want to help them get involved with fishing clubs, fishing on social media, advanced fishing classes, and other supportive environments where they can hone their skills and feel like they are part of the fishing community. We want to lay out the path from first catch to confident and consistent angler who helps the newbies in her fishing club, and maybe even becomes a CARE volunteer. Transforming that initial spark of interest into a lifestyle is a challenge, but the following objectives outline steps we can take to help feed the flame.

Theme	Feeding the Flame.	
Goal	Develop start to finish roadmaps of resources to get involved in fishing.	
Objective #11	Create saltwater and freshwater fishing roadmaps.	
Strategies	<i>What needs to be done?</i>	Target Audiences
A: Identify relevant content. B: Compile resources in narrative format. C: Publish roadmaps on the DEEP website and promote on social media.		New anglers who need additional support to continue fishing.
Actions	<i>To-do list to accomplish above strategies.</i>	Resources needed
A.1: Identify and compile relevant freshwater content. A.2: Identify and compile relevant saltwater content. B.1: Sort content by building difficulty/complexity. B.2: Develop a narrative to link topics together and provide guidance to the user. B.3: Consider using the hunting roadmaps developed by the Wildlife Division as inspiration for the format. C.1: Publish roadmaps on the DEEP website. C.2: Add links to roadmap resources from relevant locations through BNR web pages. C.3: Promote the roadmaps from CT Fish and Wildlife social media accounts.		Staff time to compile freshwater and saltwater educational resources and write narratives that guide users through them. Content author time to develop this content into webpages and publish to the DEEP website. Access to CT Fish and Wildlife social media pages to promote. Google Analytics access to evaluate.
Metrics	Year One (<i>how do we know we are on the right track?</i>)	Year Five (<i>how do we measure if we accomplished this objective?</i>)
Staff have been assigned to the project, content has been compiled and narrative is in development.		Saltwater and freshwater fishing roadmaps are available on the DEEP website.
Evaluation	Evaluation Questions (<i>What needs to be answered to determine if our actions and strategies are accomplishing this objective?</i>)	Evaluation Analysis (<i>How do we plan to answer the evaluation questions?</i>)
Are anglers in Connecticut finding value in our freshwater and saltwater roadmaps? Do users go on to buy licenses at an increased rate?		Is usage, as measured by Google Analytics, higher than for the individual products and increasing over time? Are links to the Online Licensing System being clicked by users, and do these clicks lead to transactions?
Connections	CARE Program, Resources discussed and created in this R3 Plan	

Theme	Feeding the Flame.	
Goal	Develop start to finish roadmaps of resources to get started in fishing.	
Objective #12	Develop species-specific roadmaps for underutilized fisheries.	
Strategies	<i>What needs to be done?</i>	Target Audiences
A: Determine what fish species are best suited for roadmap development. B: Compile and/or develop relevant resources. C: Publish roadmaps to the website and promote on social media.		New or intermediate anglers interested in targeting new species.
Actions	<i>To-do list to accomplish above strategies.</i>	Resources needed
A.1: Assess what fisheries are underutilized relative to their fishing quality. A.2: Consider also emphasizing species that are widespread and accessible. A.3: Determine best candidates using above criteria. B.1: Where available, compile relevant existing resources. B.2: Develop additional species-specific resources as needed. B.3: Sort resources into a logical progression. B.4: Connect resources in a narrative format to guide users. C.1: Publish roadmaps on the DEEP website. C.2: Add links to roadmap resources from relevant locations through BNR web pages. C.3: Promote the roadmaps from CT Fish and Wildlife social media accounts.		Staff time to compile species-specific resources and write narratives that guide users through them. Content author time to develop this content into webpages and publish to the DEEP website. Access to CT Fish and Wildlife social media pages to promote. Google Analytics access to evaluate.
Metrics	Year One (<i>how do we know we are on the right track?</i>)	Year Five (<i>how do we measure if we accomplished this objective?</i>)
Staff have been assigned to the project, content has been compiled and narrative is in development.		Species-specific fishing roadmaps are available on the DEEP website.
Evaluation	Evaluation Questions (<i>What needs to be answered to determine if our actions and strategies are accomplishing this objective?</i>)	Evaluation Analysis (<i>How do we plan to answer the evaluation questions?</i>)
Are anglers in Connecticut finding value in our species-specific roadmaps? Do users go on to buy licenses at an increased rate?		Is usage, as measured by Google Analytics, higher than for the individual products and increasing over time?

	Are links to the Online Licensing System being clicked by users, and do these clicks lead to transactions?
Connections	CARE Program, Resources discussed and created in this R3 Plan

Theme	Feeding the Flame.	
Goal	Improve angler recognition.	
Objective #13	Develop electronic submission system for angler catches (*COMPLETED*).	
Strategies	<i>What needs to be done?</i>	Target Audiences
A: Work with Office of Information Management staff to develop ArcGIS submission portal. B: Develop workflow for reviewing submissions. C: Communicate new submission process to users.		Anglers seeking continued support through recognition of their fishing success.
Actions	<i>To-do list to accomplish above strategies.</i>	Resources needed
A.1: Identify best software for this purpose and connect with relevant staff expert. A.2: Provide submission form content and creative direction to collaborating staff. A.3: Review and test submission form and provide feedback. B.1: Develop electronic system for reviewing and approving/denying submissions. B.2: Assign staff to review submissions. B.3: Ensure submissions are reviewed in a timely fashion. C.1: Publish links to the new submission system on the DEEP website. C.2: Update Trophy Fish Award and Fishing Challenge promotional materials. C.3: Promote the new submission portal on social media and CT Fishin' Tips.		ArcGIS expertise. Staff time to develop new electronic submission form content. Staff time to transfer historical catches to new system. Continued staff commitment to review submitted catches in a timely manner.
Metrics	Year One (<i>how do we know we are on the right track?</i>)	Year Five (<i>how do we measure if we accomplished this objective?</i>)
COMPLETED		*COMPLETED*
Evaluation	Evaluation Questions (<i>What needs to be answered to determine if our actions and strategies are accomplishing this objective?</i>)	Evaluation Analysis (<i>How do we plan to answer the evaluation questions?</i>)
Is the electronic submission system increasing engagement with our angler recognition programs? Is the electronic submission system saving staff time?		Determine if the volume of submissions for angler recognition increased as a result of implementing the electronic submission option.

	Determine if the staff time required per submission is reduced by the new submission system.
Connections	Trophy Fish Awards, State Record Fish, Youth Fishing Passport Fishing Challenge

Theme	Feeding the Flame.	
Goal	Improve angler recognition.	
Objective #14	Improve user access to angler-submitted catch data (*COMPLETED*).	
Strategies	<i>What needs to be done?</i>	Target Audiences
A: Work with OIM staff to develop data dashboard. B: Promote data dashboard .		Anglers seeking continued support through recognition of their fishing success.
Actions	<i>To-do list to accomplish above strategies.</i>	Resources needed
A.1: Identify best software for this purpose and connect with relevant staff expert. A.2: Provide creative direction and logistical support to collaborating staff. A.3: Review and test dashboard and provide feedback. B.1: Include links to the dashboard from the submission portal. B.2: Include links to the dashboard in promotional materials for Trophy Fish Awards and the YFP Fishing challenge. B.3: Promote the dashboard on social media, in the CT Fishin' Tips newsletter, and other places where submitting catches is encouraged.		ArcGIS expertise. Staff time to develop new electronic submission form content. Staff time to transfer historical catches to new system. Continued staff commitment to review submitted catches in a timely manner.
Metrics	Year One (<i>how do we know we are on the right track?</i>)	Year Five (<i>how do we measure if we accomplished this objective?</i>)
COMPLETED		*COMPLETED*
Evaluation	Evaluation Questions (<i>What needs to be answered to determine if our actions and strategies are accomplishing this objective?</i>)	Evaluation Analysis (<i>How do we plan to answer the evaluation questions?</i>)
Is the dashboard providing a valuable service to anglers?		Determine if dashboard usage tracks user submission volume and if interest increases over time.
Connections	Trophy Fish Awards, State Record Fish, YFP Fishing Challenge	

Conclusion:

This Angler R3 Plan represents Connecticut’s commitment to increasing participation in outdoor recreation but is only the beginning of the efforts that will bring that goal to fruition. By laying out opportunities to better serve our constituents, the plan delivers a guide to implement angler R3 strategies in a more thoughtful and comprehensive way. The plan is not exhaustive and does not assume to identify all relevant barriers or propose optimal solutions to eliminating them. Rather, the plan should be thought of as a living document that will improve as each success and failure teaches us more about ourselves and the constituents that we serve. Accordingly, this plan will be revisited and revised every three years from the time of publication.



Happy anglers fishing at a CARE event.

Appendix

Definitions:

Conservation ID: The Conservation ID is a unique number assigned to each person who buys a sporting license or registers for fishing or hunting education.

License categories: “Inland”, “Marine”, and “All Waters” categories are broadly defined to include all licenses which include those privileges. For example, “YOUTH FIREARMS HUNTING AND INLAND FISHING LICENSE 16- 17” counts as an Inland license. “TS Stamp” refers to the “TROUT AND SALMON STAMP”.

Participants: Participants is the number of unique Conservation IDs within a category, which is taken as a proxy for the number of unique individuals.

Revenue: Revenue is the sum of license income for each license purchased in each category. This can be useful to consider in conjunction with participation as it indicates shifts in the types of licenses being purchased.

Total: Total is calculated differently for revenue and participants. For revenue, the total is the sum of revenue for each category. For participants, the total is estimated as the number of unique Conservation IDs among all fishing license types, and is thus less than the sum of participants in each license category. For example, an angler who purchases Inland and Marine licenses separately would only count once towards the total.

Year: Year refers to the year during which a license is valid, which may or may not be the year it was purchased.

List of Inland Licenses

- ANNUAL RESIDENT INLAND FISHING LICENSE-AGE 65 PLUS
- INLAND FISHING LICENSE
- INLAND FISHING LICENSE (NON-RESIDENT)
- FREE INLAND FISHING - TYPE 17-H
- FREE INLAND FISHING - CODE 9
- FREE INLAND FISHING - CODE 5
- INLAND FISHING LICENSE 16-17
- FIREARMS HUNTING AND INLAND FISHING LICENSE
- FIREARMS HUNTING AND INLAND FISHING LICENSE (NR)
- YOUTH FIREARMS HUNTING AND INLAND FISHING LICENSE 16-17

List of Marine Licenses

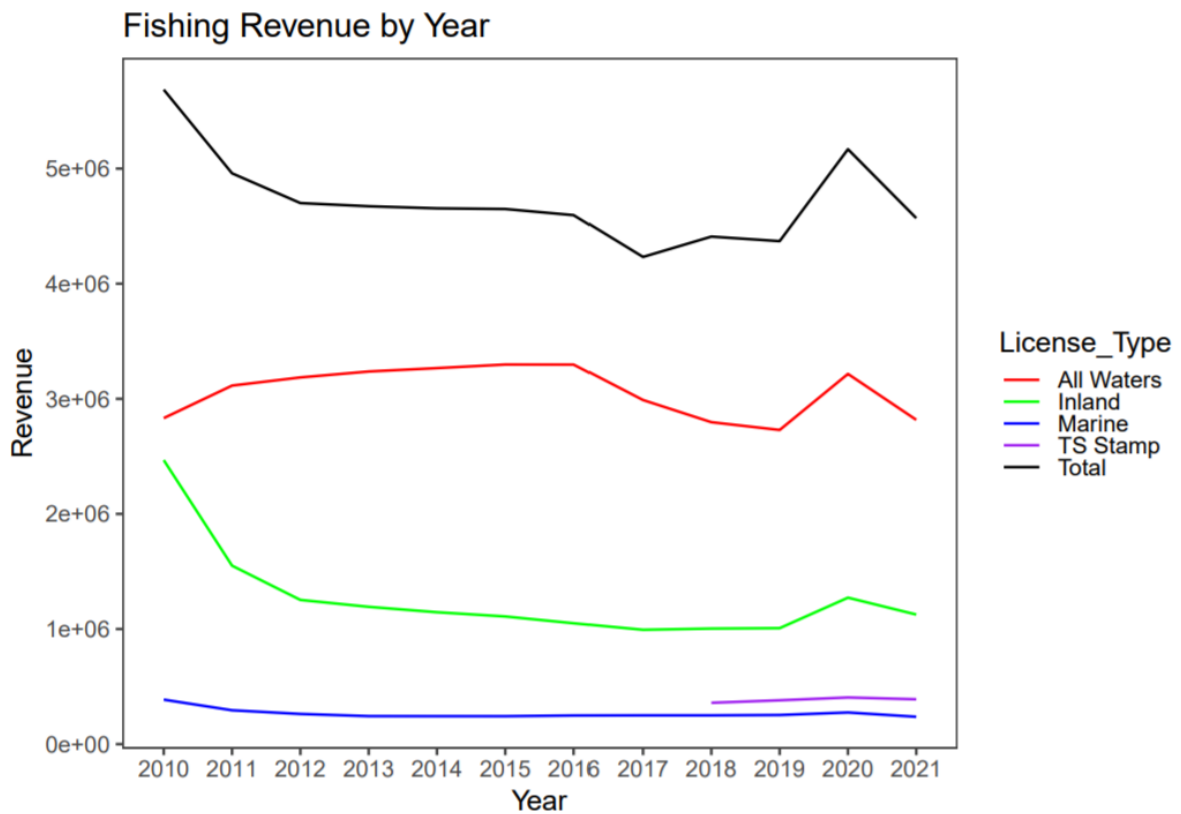
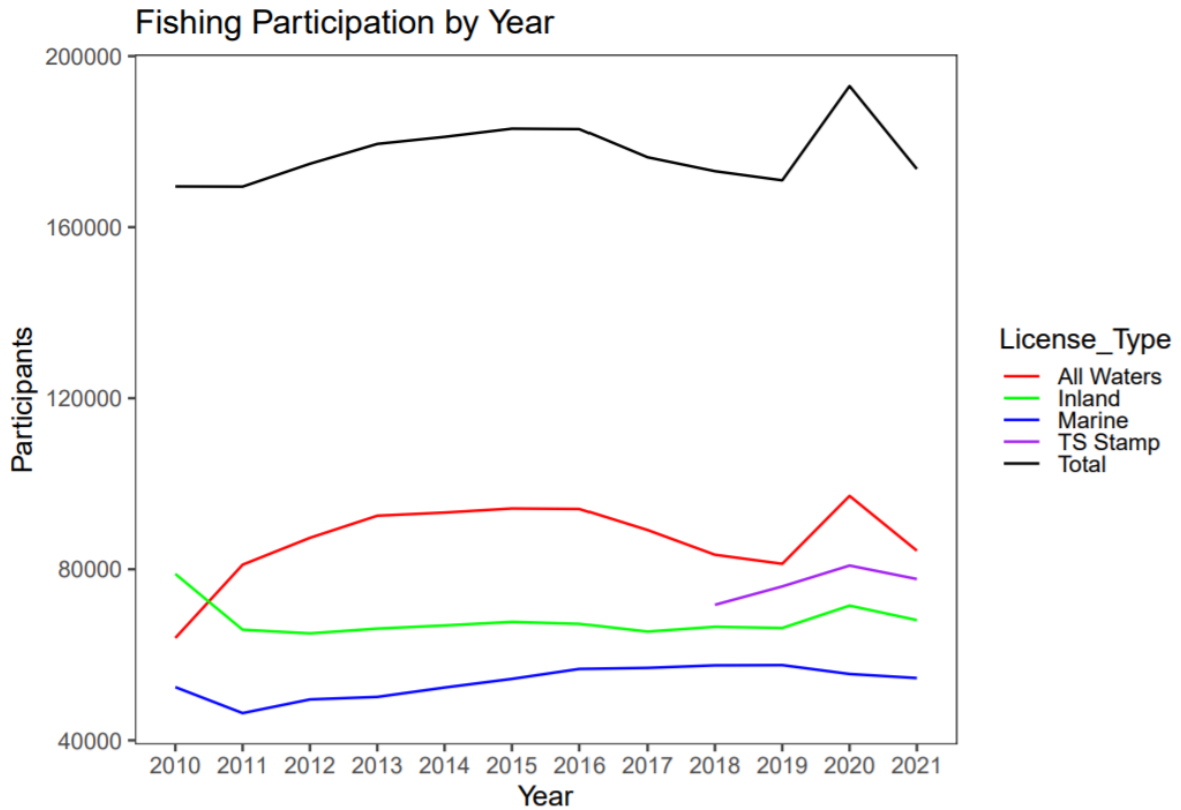
- MARINE WATERS SPORT FISHING AND FIREARMS HUNTING LICENSE (NON-RESIDENT)
- MARINE WATERS SPORT FISHING AND FIREARMS HUNTING LICENSE
- MARINE FISHING LICENSE 16-17
- ANNUAL RESIDENT MARINE FISHING LICENSE-CODE 9
- ANNUAL RESIDENT MARINE FISHING LICENSE-CODE 5
- ANNUAL RESIDENT MARINE FISHING LICENSE-TYPE 17-H
- NON-RESIDENT MARINE FISHING LICENSE
- RESIDENT MARINE FISHING LICENSE
- ANNUAL RESIDENT OVER 65 FREE MARINE FISHING LICENSE
- YOUTH MARINE WATERS SPORT FISHING AND FIREARMS HUNTING LICENSE 16-17

List of All Waters Licenses

- YOUTH FISHING PASSPORT
- JR YOUTH FISHING PASSPORT
- ALL WATERS SPORT FISHING LICENSE 16-17
- ALL WATERS SPORT FISHING LICENSE (NON-RESIDENT)
- ALL WATERS SPORT FISHING LICENSE
- ALL WATERS SPORT FISHING AND FIREARMS HUNTING LICENSE
- ALL WATERS SPORT FISHING AND FIREARMS HUNTING LICENSE (NON-RESIDENT)
- FIREARMS SS LICENSE. W/MUZZLE:ALL WATER FISH;PVT LND DEER-S/R & MUZZ;PVT SPRING TRKY
- FIREARMS SUPER SPORT LICENSE: ALL WATERS FISH; FIREARMS HUNT; PVT LAND DEER-S/R; PVT LAND SP TURKEY
- FIREARMS SS WATERFOWL LICENSE-ALL WATER FISH;FIREARMS HUNT;MIG DUCK STAMP;HIP PERMIT

- FIREARMS SS WATERFOWL LIC. ALL WATER FISH;FIREARMS HUNT;MIG DUCK STAMP;HIP PERMIT 16-17
- FIREARMS SS LICENSE: ALL WATERS FISH; FIREARMS HUNT; PVT LAND DEER-S/R; PVT LAND SP TURKEY 16-17
- YOUTH ALL WATERS SPORT FISHING AND FIREARMS HUNTING LICENSE 16-17
- ALL WATERS SPORT FISHING LICENSE AND ARCHERY DEER/SMALL GAME 16-17
- FIREARMS SS LIC. W/MUZZLE:ALL WATER FISH;PVT LND DEER-S/R&MUZZ;PVT SP TRKY 16-17
- ARCHERY SUPER SPORT LICENSE: ALL WATERS FISH; SMALL GAME DEER ARCHERY; P/ L SPRING TURKEY 16-17

Participation and Revenue Graphs By License Category



License_Type	Year	Participants	Revenue
All Waters	2010	63935	2832259
All Waters	2011	81070	3114907
All Waters	2012	87351	3185851
All Waters	2013	92515	3237238
All Waters	2014	93256	3266588
All Waters	2015	94202	3297870
All Waters	2016	94093	3297185
All Waters	2017	89168	2989501
All Waters	2018	83387	2796765
All Waters	2019	81266	2729287
All Waters	2020	97157	3216249
All Waters	2021	84345	2817118
Inland	2010	78911	2467468
Inland	2011	65860	1550251
Inland	2012	65001	1252562
Inland	2013	66120	1192633
Inland	2014	66853	1145707
Inland	2015	67692	1108875
Inland	2016	67227	1049828
Inland	2017	65422	993303
Inland	2018	66544	1003622
Inland	2019	66260	1007195
Inland	2020	71494	1272352
Inland	2021	68105	1125616
Marine	2010	52435	386399
Marine	2011	46353	293932
Marine	2012	49559	262061
Marine	2013	50139	243035
Marine	2014	52334	242682
Marine	2015	54356	242392
Marine	2016	56685	248536
Marine	2017	56929	249643
Marine	2018	57519	249779
Marine	2019	57577	252811
Marine	2020	55504	274731
Marine	2021	54555	237376
Total	2010	169519	5686126
Total	2011	169477	4959090
Total	2012	174824	4700474
Total	2013	179463	4672906
Total	2014	181113	4654977
Total	2015	183027	4649137
Total	2016	182929	4595549
Total	2017	176341	4232447
Total	2018	173091	4409191
Total	2019	170945	4369883
Total	2020	193005	5168517
Total	2021	173613	4569645
TS Stamp	2018	71682	359025
TS Stamp	2019	75982	380590
TS Stamp	2020	80864	405185
TS Stamp	2021	77708	389535