

**ELK MANAGEMENT CITIZEN ADVISORY GROUP RECOMMENDATIONS**  
**FWP STAFF ASSESSMENT**  
**AUGUST 31, 2022**

**Improve Accessibility to the FWP Videos, Programs, PSAs, etc. that Promote the Desired Behaviors Between Landowners and Hunters**

Division/Unit/Bureau	Staff Assessment
Accounting Bureau	No comment.
Comm Ed	Resources described here could be developed, organized, and promoted through the FWP website, social media, direct emails, and other avenues. Some of this content exists (as referenced above). Some is currently being developed. Content will need to be refreshed annually. Similarly, an annual marketing plan will be necessary to promote the effort. The content and marketing plan will need to be evaluated annually. The content development could be \$20,000 to \$40,000. Marketing efforts could cost \$40,000 to \$70,000. FWP currently promotes this content on social media (including the Facebook group My Montana Hunt) our website, through direct emails, digital and print ads, through radio PSAs, and on billboards across the state. In 2021 our marketing effort on hunter ethics and hunter/landowner relations received a total about at 7 million impressions. We can quickly and easily elevate the profile of this content on our website and revise it to include the landowner points included in the recommendation. One limiting factor on website placement is other competing communication needs for FWP. But these are juggled on a daily basis, and the ethics component can maintain a priority even with other communication needs. The current marketing effort for hunter ethics is partnering with several organizations as referenced in recommendation 8. We believe success will be dependent on other groups amplifying the messaging on the importance of hunter ethics and landowner relations.
Enforcement Division	No comment.
Legal Unit	No comment.
Licensing Bureau	No comment.
Parks and Outdoor Recreation Division	In 2021, two videos were created as part of a Private Land/Public Wildlife Council initiative to improve hunter behavior. One provided a landowner's perspective and received 425 views; the other on hunter ethics generated 2,800 views (as of 8/12/22). Regional access program staff note that many landowners are not comfortable with strangers coming to do work for them such as fixing fence, spraying weeds, etc. Instead, they may prefer FWP fund contracted services to do such work in exchange for the landowner providing free public access. This would result increased operational costs dependent on landowner interest.
Technology Services Division	Since the last sentence in the Description area suggests partnering with onX, TSD should be consulted if any data sharing or partnering with tech vendors is considered. Development work would be required if we want to present this information in MyFWP as suggested.
Wildlife Division	Anything to increase accessibility and use of outreach products is good. This may provide a good opportunity for all parties to feel included, and to express their expectations of the other parties involved.