

# *Direction*



FY 2023-2026  
Annual Strategic Plan

# The Director's Message



This plan outlines the FY 2023-2026 agency objectives and expectations established by the Idaho Fish and Game Commission through my direction to staff. I am proud of Fish and Game's ability to meet the ongoing needs of wildlife management while providing excellent service to all who seek to enjoy Idaho's abundant wildlife resources; this document details the many activities required to achieve those goals.

In January, we moved into our new headquarters building, which not only put the entire Fish and Game headquarters staff in the same building for the first time in over 30 years, it's also providing first-class accommodations for customer service, public meetings, hunter education and more.

Completing the new headquarters building, along with the recent completion of the Nampa Regional Office, allowed Fish and Game to take advantage of the Treasure Valley's hot real estate market and sell two surplus properties for more than initially projected.

Our partnership with our licensing vendor, Brandt, that started in the fall of 2020 has provided stable and reliable service for the department and its customers and handled numerous peak sales where large numbers of hunters sought high-demand tags, such as nonresident big game tags.

While the licensing system is not flawless, it has been able to avoid crashes during times of intensive sales traffic or during the popular controlled hunt application period. We continue to look for ways to expedite online licensing and improve our customer service.

Nonresident big game tags continued to be in high demand, and 2022 nonresident deer tags sold out in near record time, enhancing the department's financial stability and increasing its ability to conduct thorough and responsible wildlife management.

Hunters made it clear that hunter congestion is a growing concern, and Fish and Game is entering a second year of surveys to assess the issue and inform management decisions to mitigate this problem.

I am proud that we are an innovative and forward-thinking agency. We continually focus our energy and resources on collecting important data that helps inform decisions about how to best manage the public's fish and wildlife resources and balance the multitude of public desires and needs as evidenced by the following examples:

- In 2019, our wildlife staff implemented a revolutionary camera-based monitoring technique that produced the first-ever statewide wolf population estimate. After three years deploying cameras, using cutting-edge artificial intelligence to sift through millions of photos and innovative modeling to estimate how many wolves are in the state, Fish and Game is able to hone its wolf management techniques to ensure the wolf population is sustainable while making targeted reductions in areas where wolves are causing undo conflicts.
- Rebounding Chinook returns allowed the department to resume sport fishing in most of our traditional waters. Near-record low returns of Chinook in recent years meant that anglers did not have the opportunity to catch these prized fish, or that seasons or bag limits were reduced to extend lower-than-average returns. While fluctuating natural conditions play a major role in the size of Chinook returns, Fish and Game staff skillfully managed small returns to allow some fishing opportunity while still ensuring enough fish were available to spawn at hatcheries.
- Fish and Game biologists are continuing an ambitious project in North Idaho to understand interactions of multiple species of large predators and their prey to help balance wildlife populations while meeting public need. Biologists are using new methods of determining abundance and causes of death for white-tailed deer, mule deer, elk and moose using trail cameras and satellite GPS collars in areas where traditional methods of gathering population data is difficult or impossible due to geography and vegetation. At the same time, Fish and Game is collecting GPS satellite collar data from mountain lions, black bears and wolves to estimate abundance, prey preference and interactions between predators. The intent is to provide a comprehensive

understanding of predator/prey ecology, predict the combined effects of predation, determine whether predation is a limiting factor and inform management actions to achieve population objectives for deer, elk and moose.

- We are mapping and predicting migration routes across the state for mule deer, elk, pronghorn, moose and bighorn sheep. The GPS satellite collars used to determine cause of deaths in deer, elk and moose populations also provide data to assess how animals move through a landscape and their preferences for pathways and timing of travel. Understanding these preferences, in conjunction with the natural features of the landscape, improves our ability to better predict migration routes and assists in understanding how decisions related to land-management may affect those game populations.
- Fish and Game staff has monitored for, discovered and managed several disease outbreaks in recent years, including Chronic Wasting Disease (CWD), which had never been found in Idaho until late 2021. Disease monitoring and management can take an inordinate amount of time and resources, but staff has dealt with outbreaks as they occur.

Idaho Fish and Game is charged with many responsibilities in order to achieve its mission to Preserve, Protect, Perpetuate and Manage all of Idaho's wildlife. I'm happy to report that those responsibilities are being carried out by IDFG staff using great skill, perseverance and passion - ensuring that all Idahoans can continue to enjoy our natural treasures for generations to come.



**Ed Schriever**  
Director



# Idaho Fish and Game Commission

The Idaho Legislature created the Idaho Department of Fish and Game in 1899. In 1938, voters created the Fish and Game Commission via statewide initiative to set policy for the Department to guide its management practices. Commissioners are appointed from seven administrative regions by the governor and serve staggered, four-year terms.



**Dave Bobbitt**



**Don Ebert**  
Vice-Chairman



**Tim Murphy**  
Chairman

The FY 2023 Commissioners are as follows: Dave Bobbitt (Panhandle), Don Ebert (Clearwater), Tim Murphy (Southwest), Greg Cameron (Magic Valley), Derick Attebury (Upper Snake), and Ron Davies (Salmon), and a new Southeast Region Commissioner is soon to be appointed. The Commission holds most of the regulatory authority for fish and wildlife management, and established its long-term expectations through the 2015 Idaho Fish and Game Strategic Plan.

## OUR VISION

*The Idaho Department of Fish and Game shall work with hunters, anglers, trappers and other Idahoans to provide abundant fish and wildlife that enables their right to hunt, fish and trap, and provides the foundation for the rich wildlife heritage they value, which is enshrined in the Fish and Game mission.*



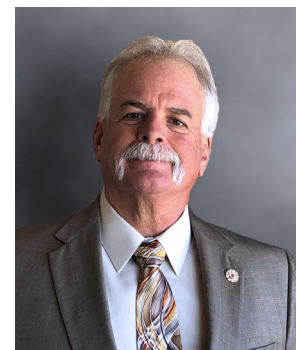
**Greg Cameron**



**Lane Clezie**



**Derek Attebury**



**Ron Davies**

# The Landscape 2023: Key External Factors

**Population Increase and Urbanization** — Idaho continues to be among the fastest-growing states in the country, a trend that shows no signs of abating. Much of the growth has been in cities and adjacent areas, creating substantial need to develop land for new housing. That development diminishes the value of that land to wildlife and squeezes the need for habitat into other areas.

Many new residents are unfamiliar with wildlife and their interaction with it, increasing the demand for Fish and Game staff to respond to complaints and wildlife/human conflicts. Staff must provide additional education and information outreach to inform people about dealing with problem wildlife and explain the reasons for current wildlife management.

Idaho's growing population and tourist economy increase recreational demand and create crowding issues, including for activities other than fishing, hunting and trapping. This occurs at Fish and Game's facilities, such as fishing and boating access sites and Wildlife Management Areas. Maintenance and upgrade costs to meet public expectations for clean and safe facilities are also rising, and more users can diminish the experience of Fish and Game license holders whose fees support many of those facilities.

**Weather and Climate** — Extreme weather can create adverse conditions for fish and wildlife populations. Frequent heat waves, harsh winters, droughts or large wildfires can all have detrimental effects on wildlife and their habitats.

Fish and Game is utilizing advanced modeling tools to better forecast potential effects of climate change on crucial fish and wildlife habitats. These new models can help to create adaptive management approaches that promote long-term habitat resilience and interconnectedness to optimize the chances of sustaining wildlife populations and associated fishing, hunting and trapping.

**Energy and Mineral Development** — Idaho's geography supports abundant renewable energy resources, including wind, geothermal, hydro and solar. Idaho's mineral resources have historically contributed, and will continue to contribute, to the nation's economic development and geopolitical standing. Responsible development of Idaho's

energy and mineral resources is essential to the state's economy and the nation.

However, these vital energy and mineral resources are often linked with the public lands and waters that support Idaho's fish and wildlife resources and associated recreation (i.e., hunting, fishing and trapping), which are essential to the state's culture, heritage and economy.

In response, the Fish and Game's Technical Assistance Program coordinates with the Governor's offices of Energy and Mineral Resources and Species Conservation and other state agencies to address the potential effects of energy and mineral development on fish and wildlife resources.

**Wildlife Disease** — Prevention of disease continues to be a priority for establishing and maintaining wildlife populations that meet management objectives. Chronic Wasting Disease (CWD), a contagious neurological disease that affects deer, elk, and moose in North America, was discovered in Idaho in the fall of 2021. There is no live test or known cure for CWD, and it is a threat to Idaho's big game populations.

Fish and Game recently updated its CWD management, surveillance and communication strategy, which was used effectively when the disease was discovered.

CWD is only one disease Fish and Game staff is monitoring or managing. Others include Epizootic Hemorrhagic Disease, which affects mostly deer, avian influenza in birds, and a recently discovered fungus that causes white-nose syndrome in bats. Detecting, monitoring and managing these diseases takes considerable staff time and can quickly pull resources away from other projects when disease outbreaks occur.



# The Landscape 2023: Strategic Issues



**Participation in Hunting and Fishing** — Idaho enjoys a high rate of participation in hunting and fishing, but rapid population growth and expanding urbanization may influence future participation. Recent survey results show interest in hunting and fishing is very high – well above the national average – which presents an opportunity for maintaining sustainable participation.

Fish and Game staff remain committed to maintaining the popularity and high participation rates in hunting and fishing by ensuring the public is well informed of the many easy, affordable opportunities they have to engage in these activities. Upcoming efforts will include informing the public on strategies to avoid congested areas, addressing a growing concern among hunters and anglers.

**Predation Management** — The Fish and Game Commission has approved multiple predation management strategies that department staff are tasked with implementing. These strategies are designed to reduce predator-caused mortality on prey populations when those populations are not meeting objectives, or to remove individual predators that harm privately owned livestock.

Predation management strategies can target a variety of wildlife, including unprotected predators (e.g., coyotes), game species (e.g., black bears, mountain lions and wolves), and nongame species such as American white pelicans that can have significant impacts on fishing resources.

Fish and Game staff seeks public input to understand the diversity and often evolving stakeholder opinions about predation management and social values within legal and policy frameworks.

**State Sovereignty** — Fish and Game’s mission is embedded in state law, and it mandates that Idaho’s wildlife is to be preserved, protected,

perpetuated, and managed in trust for its citizens and to ensure continued supplies for hunting, fishing and trapping. State sovereignty over management of Idaho’s wildlife is critical to uphold Article I, Section 23 of the Idaho Constitution, which states that the rights to hunt, fish and trap, including by the use of traditional methods, are a valued part of the heritage of the State of Idaho.

Fish and Game’s management plans, crafted with broad public input, provide the strategic road map of fish and wildlife management and conservation to address biological objectives and the public’s social expectations. These plans position Idaho Fish and Game to uphold its state authority to manage Idaho’s fish and wildlife and avoid future listings under the federal Endangered Species Act.

**Private Lands and Wildlife** — Privately owned land plays a critical role in the continuation and productivity of many of Idaho’s wildlife populations. Private land in Idaho represents slightly less than one-third of all land (far less than many other states), but these parcels are some of the most important wildlife habitat in the state.

Fish and Game staff work with several hundred landowners a year to enhance their properties for wildlife. These projects vary from smaller scale enhancements, such as sagebrush plantings or fencing modifications for wildlife passage to larger wetland restorations, enrollment in federal conservation programs such as the Conservation Reserve Program, removal of invading junipers and wildfire rehabilitation. Cooperation between landowners and the agency is critical to continued robust populations of wildlife and continued enjoyment of our wildlife resources by the public.

**Workforce** — Fish and Game continues to experience a high employee turnover rate, largely due to retirements. Idaho’s competitive job market and rising cost-of-living creates recruitment challenges. Reluctance to relocate to new duty stations due to the increased cost of housing is also creating challenges for existing staff.

The Department’s workforce planning approach applies a multifaceted, adaptive, and targeted strategy. That includes competitive compensation, benefits, professional development, and work-family balance flexibility to recruit and retain a highly qualified and productive workforce.

# GOAL

## Fish, Wildlife & Habitat

*Sustain Idaho's fish and wildlife and the habitats upon which they depend.*

### OBJECTIVE

*Maintain or improve game populations to meet the demand for hunting, fishing and trapping.*

*Ensure the long-term survival of native fish, wildlife and plants.*

*Increase the capacity of habitat to support fish and wildlife.*

*Eliminate the impacts of fish and wildlife diseases on fish and wildlife populations, livestock, and humans.*

### STRATEGIES

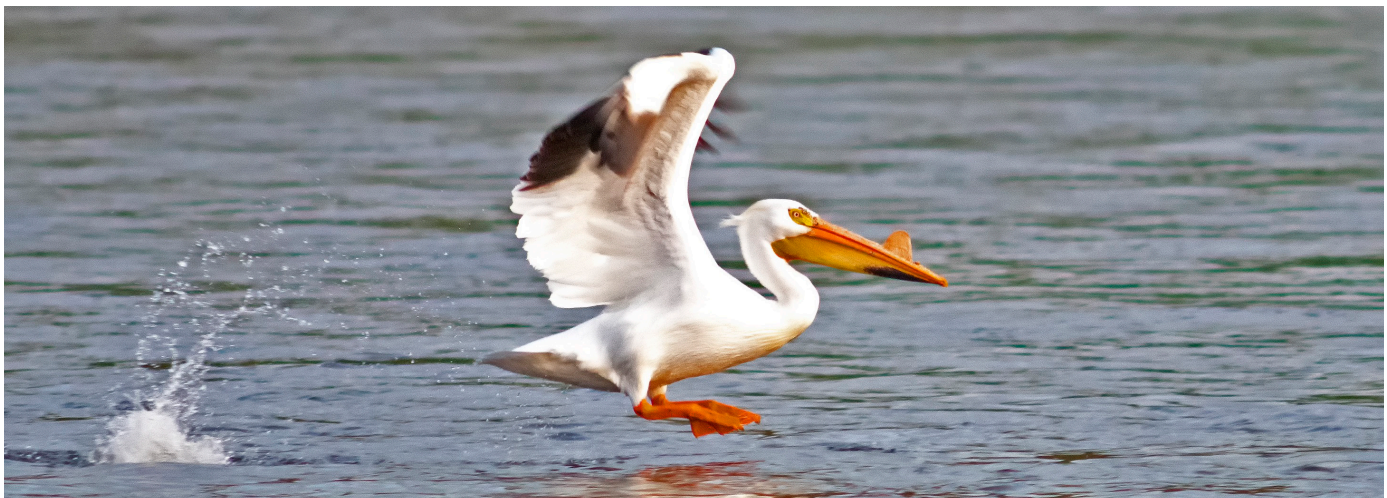
- ▶ Develop and implement fish and wildlife management plans.
- ▶ Improve the scientific basis and public involvement process used to set harvest rules and regulations to achieve long-term sustainability of populations and habitat.
- ▶ Manage predation to ensure continued supplies of fish and wildlife for hunting, fishing and trapping.
  
- ▶ Identify and monitor native species with high priority conservation needs.
- ▶ Develop and implement management plans for conservation of high priority species to ensure survival and avoid new Endangered Species Act listings.
- ▶ Collaborate with interested and affected parties to recover threatened and endangered species.
  
- ▶ Provide incentives and assistance to landowners to improve habitat on private land.
- ▶ Work with sportsman's groups and other conservation partners to improve important habitats.
- ▶ Work with public land managers to achieve large-scale habitat improvements.
- ▶ Fully obtain and implement mitigation for habitat affected by infrastructure and development projects.
  
- ▶ Reduce or eliminate the risk of transmission of disease between captive and free-ranging fish and wildlife.
- ▶ Collaborate with other agencies and education institutions on disease control, prevention and research, including between wildlife and livestock.

# FY 2023-2026 MANAGEMENT DIRECTION

FY 2022-2025 Management Direction	Brief statement of FY 2022 status/progress/accomplishment	FY 2023-2026 Management Direction	Tasks/Actions planned in FY2023
<p><b>Emphasize improvements to elk populations and elk hunting.</b></p>	<p>Participated on Rocky Mountain Elk Project Advisory Committee, and made recommendations to fund 10 projects for a total of nearly \$300,000. Projects all align with the goals of the elk management plan.</p> <p>Captured 201 calves and 84 adult cows. We are monitoring a total of 358 adults for a total of 559 total elk monitoring in 2022.</p> <p>Analyzed camera data for use in estimating elk numbers.</p> <p>Monitored elk survival throughout the state.</p>	<p><b>Emphasize improvements to elk populations and elk hunting.</b></p>	<p>Serve on the Rocky Mountain Elk Foundation Project Advisory Committee grant board to help align projects and funding with statewide goals of elk management and needs.</p> <p>Capture and radio-mark 240 elk calves and 15 adult cow elk in 9 zones. Monitor approximately 600 radio-marked elk throughout the state.</p> <p>Continue to evaluate results from elk cameras and trail cameras placed to monitor other species for future application for elk.</p> <p>Continue long term survival monitoring of elk.</p>
<p><b>Continue to align predation management efforts with elk management needs.</b></p>	<p>Revision of predation management plans is ongoing.</p> <p>Staff deployed 566 camera across the state to estimate wolf abundance. Approximately 3,371 photos that included wolves were taken in July and August.</p> <p>The Idaho Fish and Game Commission adopted expanded wolf hunting and trapping seasons and methods of take to align with new wolf-related legislation.</p> <p>Staff radio-marked deer and elk to monitor survival and evaluate causes of mortality. Staff deployed 650 cameras in northern Idaho to examine the interactions between multiple predator and prey species.</p>	<p><b>Continue to align predation management efforts with elk management needs.</b></p>	<p>Continue to revise five elk zone predation management plans to be completed in FY23.</p> <p>Trail cameras will be deployed for FY23 in the same locations and following the same protocol as FY22.</p> <p>Continued implementation and monitoring of predation management efforts where elk are below objectives and predation has been implicated as a limiting factor.</p> <p>Continue long-term monitoring of prey and predator interactions.</p> <p>Explore the feasibility of using harvest and genetic data as a long-term population monitoring tool for bears, mountain lions, and wolves.</p>
<p><b>Support state actions to maintain state management authority over sage-grouse.</b></p>	<p>Sold 1,945 of 1,950 sage-grouse tags in 12 Zones (2 of which had been previously closed) in southern Idaho. A total of 1,121 hunters harvested 605 sage-grouse in fall 2021.</p> <p>Partnered on 6 Sage-grouse Actions Team projects, 3 projects with IDL, 3 projects that offer secondary benefits to sage-grouse (funding and objective was for species other than sage-grouse, but will also benefit sage-grouse) and provided Technical Assistance on 5 additional habitat projects.</p>	<p><b>Support state actions to maintain state authority over sage-grouse management</b></p>	<p>Continue to offer conservative sage-grouse harvest opportunity through the tag system.</p> <p>Work with state and federal agency partners in an adaptive management framework to effectively identify and guide habitat restoration projects to benefit sage-grouse across southern Idaho.</p>
<p><b>Ensure an efficient and effective fish hatchery program and maintain full operating capacity.</b></p>	<p>Nampa flow control structures are being fabricated for installation. Cutthroat brood pond is nearly complete and has been watered up. The three residences are all on schedule to be delivered prior to the end of FY 2022.</p>	<p><b>Ensure an efficient and effective fish hatchery program and maintain full operating capacity.</b></p>	<p>Obtain new large transport tanks for 3 resident fish stocking ten-wheel trucks. Update several resident hatchery offices and dorms.</p>



FY 2022-2025 Management Direction	Brief statement of FY 2022 status/progress/accomplishment	FY 2023-2026 Management Direction	Tasks/Actions planned in FY2023
<p><b>Manage avian predation where it affects native fish conservation and/or sport fish management objectives.</b></p>	<p>IDFG staff used a combination of non-lethal hazing and USFWS-authorized nest take to dissuade birds from nesting at Blackfoot Reservoir and actively manage the number of pelican nests at Chesterfield Reservoir.</p> <p>A designated area was established at the Island Park pelican colony in which birds were allowed to nest; birds attempting to nest outside of this area were successfully dissuaded using non-lethal hazing techniques.</p> <p>IDFG staff conducted both non-lethal and USFWS-authorized lethal hazing activities along the Blackfoot River, and contracted with Wildlife Services to implement non-lethal hazing at Silver Creek.</p> <p>Pelican breeding colonies were monitored with a combination of ground counts and UAV (drone) surveys.</p> <p>IDFG staff used a combination of electric fish weirs and traps, backpack electrofishing, and tagging to estimate abundance and survival of various size classes of Yellowstone Cutthroat Trout. Newly collected information allowed assessment of fish population trends and efficiency of pelican management strategies.</p>	<p><b>Manage avian predation where it affects native fish conservation and/or sport fish management objectives.</b></p>	<p>Actively dissuade pelican nesting at Blackfoot Reservoir using a combination of non-lethal hazing and USFWS-authorized nest take to maintain the objective of 700 breeding birds in the Southeast Region.</p> <p>Combine fencing and non-lethal hazing strategies at Island Park Reservoir to maintain the objective of 300 breeding pelicans in the Upper Snake Region.</p> <p>Conduct pelican hazing activities at priority waters (e.g., Blackfoot River and Silver Creek).</p> <p>Conduct breeding population and productivity surveys at all active pelican colonies.</p> <p>Monitor population dynamics, abundance, and predation rates for the Upper Blackfoot River Yellowstone Cutthroat Trout population to measure the effectiveness of pelican management strategies.</p>
<p><b>Pursue, design, and implement restoration opportunities in the Clark Fork, Pack, and/or Priest River Deltas.</b></p>	<p>Clark Fork Delta Phase 3 Restoration permitting was completed and construction commenced in October 2021 and was complete by April 2022. Due to project underfunding, construction activities were limited to area 3, 7, and 11. Project highlights include creating three island complexes encompassing several acres, creating 2000 feet of breakwater to reduce eroding, constructing five large emergent bench areas, creating six barrow areas, scalping several acres of reed canary grass for replanting, and protecting over 5000 feet of bank from eroding.</p>	<p><b>Plan, design, permit and implement restoration activities in the Pack River Delta and pursue other wildlife restoration opportunities throughout Lake Pend Oreille.</b></p>	<p>Finalize vegetation plantings on Clark Fork Delta Phase 3 Restoration. Implement contract (created and signed in FY 2022) for cooperative management with IDFG-AVISTA Mitigation program. Reinitiate Pack River Delta planning, design, permitting, and coordination with federal partners and other cooperators for construction in FY 2024.</p>



FY 2022-2025 Management Direction	Brief statement of FY 2022 status/progress/accomplishment	FY 2023-2026 Management Direction	Tasks/Actions planned in FY2023
<p><b>Continue to integrate State Wildlife Action Plan (SWAP) implementation across Fish and Game programs and facilitate SWAP use and accomplishment reporting by Fish and Game staff.</b></p>	<p>In lieu of formal SWAP implementation workshops, staff worked with the regions on an ad hoc basis with respect to SWAP implementation, primarily through the development of the SWAP Combination Grant Project Statement, which in some cases included staff outside the Wildlife Diversity Program.</p> <p>Completed SWAP Charter and presented it to Directors Office in September 2021. In lieu of charter, Directors Office opted to create an internal IDFG Steering Committee to provide oversight for the SWAP revision. SWAP revision core team was identified and deadline for revision was moved to 2022.</p> <p>Developed complete adaptive capacity (AC) assessments for 18 Idaho species and used AC framework to help inform process for ranking climate scope, severity, and impact as well as intrinsic vulnerability for 461 Idaho vertebrates. Participated in AFWA Climate-SWAP Workgroup to update the 2009 "Voluntary Guidance for States to Incorporate Climate Change into State Wildlife Action Plans &amp; Other Management Plans," which included a comprehensive review of the Resist-Accept-Direct framework, as well as other decision-making tools, to help managers and partners implement climate adaptation actions. Continued to cooperate with partners on the Climate Refugia and Resilience Atlas Project.</p> <p>Because of the decision to revise SWAP in 2022, which will have a different format and content, the web-enabled SWAP was delayed pending the completion of the SWAP 2022 revision. In its place, worked with IFWIS staff and software engineers to develop an online application for assessing conservation status of species and habitats (i.e., Rank Calculator shiny app), fundamental to the SWAP revision effort. In addition, worked with IFWIS to develop an online range review tool for evaluating range extent for species.</p> <p>COA profiles and web page was delayed to FY2023 due to more immediate needs for the SWAP 2022 revision effort.</p> <p>Initiated Idaho SWAP comprehensive review and revision effort, which included an initial coordination meeting with the U.S. Fish and Wildlife Service to discuss our planned approach. In addition, IDFG staff from across the state assisted with reviewing/updating animal conservation status rank assessments and range reviews. Revised Idaho species of greatest conservation need list.</p>	<p><b>Continue to integrate State Wildlife Action Plan (SWAP) implementation across Fish and Game programs and facilitate SWAP use and accomplishment reporting by Fish and Game staff.</b></p>	<p>Organize and deliver region-specific "SWAP Implementation" ½ day virtual workshops in IDFG Panhandle, Clearwater, and Southwest regions with an emphasis on identifying opportunities for integrated implementation across Bureau of Wildlife disciplines (Diversity, Habitat, Populations) as well as with other bureaus (Fisheries, Enforcement, Technical Services) as appropriate; these efforts will provide critical face-time with managers (both Wildlife and Habitat) while continuing to reinforce regional work planning priorities for all staff.</p> <p>SWAP organizational structure (Steering Committee, Core Team, internal/ external collaborators) will remain in place throughout the revision effort and until the SWAP 2022 revision has been approved by the US Fish and Wildlife Service Regional Review Team.</p> <p>SWAP 2022 revision effort will continue to build upon the past year's work with respect to incorporating climate change into the SWAP. In addition, once updated voluntary guidance on incorporating climate change into SWAPs has been approved by AFWA (expected fall 2022), we will consider incorporating additional climate-related actions into our plan.</p> <p>Developing an online version of a user interface for a web-enabled SWAP will depend on the timeline for review by the U.S. Fish and Wildlife Service Regional Review Team. However, once submitted for review, we will post a version of the SWAP on the IDFG website and make it available.</p> <p>Draft Conservation Opportunity Areas will be vetted through SWAP Steering Committee for further direction.</p> <p>A first draft of the SWAP 2022 revision will go to the Idaho Fish and Game Commission in advance of its July 2022 Meeting for permission to release for public review. Pending a decision by the Commission, IDFG will release a draft of the SWAP revision for public review. A second draft will be available for review by Fall 2022. Final draft goes to the Commission in November 2022 for approval. Subsequent to Directors Office coordination with the Legislature, IDFG plans to submit a final revised SWAP for review by the U.S. Fish and Wildlife Service Regional Review Team.</p>

FY 2022-2025 Management Direction	Brief statement of FY 2022 status/progress/accomplishment	FY 2023-2026 Management Direction	Tasks/Actions planned in FY2023
<p><b>Improve populations and resiliency of native fish by partnering with governmental agencies, landowners, and private entities to improve aquatic habitats and develop and maintain screening facilities to minimize entrainment into irrigation systems.</b></p>	<p>Aquatic habitat restoration projects were completed on Trestle and Johnson Creek in the Clark Fork River drainage, and the upper Blackfoot River. IDFG staff also developed multiple projects in the Bear River drainage that focused on addressing fish passage issues, enhancing flow, and increasing stream complexity.</p>	<p><b>Improve populations and resiliency of native fish by partnering with governmental agencies, landowners, and private entities to improve aquatic habitats and develop and maintain screening facilities to minimize entrainment into irrigation systems.</b></p>	<p>Staff will continue working with partners in the Clark Fork, the Blackfoot, the Bear, and the South Fork of the Snake river and their tributaries. The primary goals of planned projects are to address fish passage barriers, screen irrigation diversions, and restore habitat.</p>
<p><b>Formalize an effort to gather information to inform the public of the effects of unlawful harvest.</b></p>	<p>Communication initiated, however ITS is continuing to coordinate allocating staffing capacity to assist in the effort.</p> <p>Pilot program to utilize mobile data terminal incorporated by Idaho State Police is in the third of four phases.</p> <p>IDFG is in communication with ISP, and they are in their final evaluation process of the records management system.</p> <p>Evaluating external storage for large video files for data management to upload officer body camera video footage using Microsoft SharePoint.</p>	<p><b>Formalize an effort to gather information to inform the public of the effects of unlawful harvest.</b></p>	<p>Work with ITS to create user-based report to evaluate unlawful big game data.</p> <p>Work with ITS to identify course of action to merge old, unlawful big-game data with new data.</p> <p>Continue with the final phase to evaluate utilizing Idaho State Police mobile data terminal. Complete evaluation and IDFG recommendation by FY23.</p> <p>Using available data, work with ITS to establish at least one report on big game mortality to inform the public and officer effort.</p> <p>Continue to work with ISP in their final evaluation of alternate records management system, and determine feasibility of incorporation by IDFG. Complete FY24.</p> <p>Continue Mobile Digital Terminal Project (MDTP) to find better solution for officers to upload body camera footage.</p>
<p><b>Prevent wildlife damage to private lands and compensate private landowners for wildlife damage to crops and forage.</b></p>	<p>32 stack yards were completed during FY22.</p> <p>Zoom calls, group emails, individual emails and phone calls and an in-person meeting were held during FY 22 to initiate discussion and provide training and recommendations to staff-based depredation research; investigated additional, potential depredation techniques. The use of drones for evaluating depredation claims is becoming more common and useful and a full day of training was dedicated to this subject.</p> <p>Developed a continued use agreement to address big game depredations with Big Sky Farms</p>	<p><b>Prevent wildlife damage to private lands and compensate private landowners for wildlife damage to crops and forage.</b></p>	<p>Stack yard fencing will remain a high priority; the target is 35 stack yards in FY23.</p> <p>Initiate discussion and provide training and recommendations to staff-based depredation research; investigate additional, potential depredation techniques. Develop an operations manual for evaluating big game crop damage with the use of drones as well as compile a big game depredations operating manual. Work with a local company to develop an application for synthesizing drone data to assist with big game crop damage evaluations.</p> <p>Work towards a two-year continued-use agreement with Big Sky Farms to address big game depredations.</p>



FY 2022-2025 Management Direction	Brief statement of FY 2022 status/progress/accomplishment	FY 2023-2026 Management Direction	Tasks/Actions planned in FY2023
<b>Update wildlife species management plans on a six-year interval.</b>	<p>Sharp-tailed grouse data has been analyzed to examine populations dynamics. Data and results will be used to evaluate and improve future monitoring efforts. A manuscript, cooperatively authored between university and IDFG staff, has recently been submitted for publication.</p> <p>Pronghorn hunter opinion survey results were analyzed in FY2022 and incorporated into DRAFT Pronghorn Management Plan.</p> <p>The Furbearer Management Plan was approved in May 2022. Revisions of the Mountain Lion Management Plan continued in FY22.</p> <p>The Bighorn Sheep Management Plan was completed and approved by the Fish and Game Commission in March 2022.</p> <p>32,800 pheasants were stocked at 23 sites during fall 2021 seasons. Actual number of birds stocked were below anticipated numbers because one vendor was unable to fulfill contract obligations. All stocking locations were posted to the department website.</p>	<b>Update wildlife species management plans on a six-year interval.</b>	<p>Initiate revision of the Elk Management Plan in FY2023</p> <p>Provide Pronghorn Management Plan for Fish and Game Commission review and approval in FY2023.</p> <p>Provide Mountain Lion Management Plan for Fish and Game Commission review and approval in FY2023.</p> <p>Provide Forest Carnivore Management Plan for Fish and Game Commission review and approval in FY2023.</p>
<b>Restore and/or reconnect habitat in the Potlatch and Upper Salmon River basins to increase habitat for anadromous and resident salmonids.</b>	<p>Staff completed a habitat restoration project in the East Fork Potlatch that focused on increasing in-stream complexity through the addition of large wood structures. Livestock exclusion fencing was also installed to protect newly planted vegetation. In the Upper Salmon Basin, staff completed projects in the North Fork Salmon River, the Lemhi River, and the Pahsimeroi River. All projects focused on increasing floodplain inundation, adding in-stream complexity and adding side-channels.</p>	<b>Restore and/or reconnect habitat in the Potlatch and Upper Salmon River basins to increase habitat for anadromous and resident salmonids.</b>	<p>Habitat restoration biologists in the Potlatch and Upper Salmon will continue enhancing fish habitat to address factors limiting growth and survival of anadromous and resident fish species. We have one project planned in the West Fork of Little Bear Creek, three projects in the Lemhi River, and three projects in the Pahsimeroi River.</p>

## FY 2021-2026 PERFORMANCE MEASURES

Performance Measure	2021	2022	2023	2024	2025	2026	Benchmark
1. Compliance with regulations (# of violations / # of licenses checked)	3,110/32,626 (9.5% / 5.0%)						Less than 10% of licenses checked result in violation/ check 8% of total licenses sold
2. Elk and deer populations are meeting objectives (% zones and units meeting objectives)	84%						90%
3. Opportunity to harvest game fish (# of Department-operated hatchery-raised resident and anadromous fish stocked in ponds, lakes, and streams)	28,948,207						30,000,000

### Performance Measure Explanatory Notes:

- The benchmark is based on past performance by Department officers.
- The metric is based on cow elk in elk zones; % 4-point mule deer bucks in mule deer data analysis unit; % 5 point whitetail bucks in whitetail data analysis unit. The benchmark is a 5-year target to meet objectives laid out in big game species plans. Objectives in the plans are based on historical biological data as well as the social requests for various hunting experiences. Many external factors, such as wildfire and weather, affect the Department's ability to achieve objectives.
- The benchmark is based on meeting 92% of fisheries manager's requests for trout and kokanee and 92% of steelhead and salmon hatchery capacity.

# GOAL

## Fish and Wildlife Recreation

*Meet the demand for hunting, fishing, trapping and other wildlife recreation.*

### OBJECTIVE

*Maintain a diversity of fishing, hunting, and trapping opportunities.*

*Sustain fish and wildlife recreation on public lands.*

*Increase the variety and distribution of access to private land for fish and wildlife recreation.*

*Increase opportunities for wildlife viewing and appreciation.*

### STRATEGIES

- ▶ Provide opportunities specific to the needs of beginners, youth, people with disabilities, and families.
  - ▶ Assess participation, demand and satisfaction with hunting, fishing and trapping opportunities. Adjust management to achieve objectives.
  - ▶ Provide diverse hunting, fishing and trapping opportunities to meet the desires for a wide variety of user groups.
- 
- ▶ Protect the public's right to use public lands and waters for hunting, fishing, trapping and wildlife viewing.
  - ▶ Work with landowners to obtain public access across private lands to public lands.
- 
- ▶ Provide incentives and services to landowners who allow public access for hunting, fishing and trapping.
  - ▶ Improve landowner/sportsmen cooperation through communication and enforcement of hunting, fishing and trapping rules.
- 
- ▶ Promote and publicize wildlife appreciation opportunities.
  - ▶ Partner with other agencies, local communities and others to develop wildlife appreciation facilities, opportunities and materials on other land ownerships.

OBJECTIVE

*Maintain broad public support for hunting, fishing, trapping and viewing.*

STRATEGIES

- ▶ Emphasize ethics, safety and fair chase in hunting, fishing and trapping through Fish and Game education and enforcement programs.
- ▶ Publicize the economic and social benefits of hunting, fishing, trapping and wildlife viewing.
- ▶ Expand opportunities to take hunter and trapper education classes.
- ▶ Promote hunting, fishing and trapping as important tools for conserving and managing Idaho’s fish and wildlife.
- ▶ Emphasize the role of the sportsman conservationist in funding wildlife conservation and management in Idaho.
- ▶ Use research and marketing to maintain and increase participation in hunting, fishing and trapping.

**FY 2023-2026 MANAGEMENT DIRECTION**

FY 2022-2025 Management Direction	Brief statement of FY 2022 status/progress/ accomplishment	FY 2023-2026 Management Direction	Tasks/Actions planned in FY2023
<p><b>Make it easier to go hunting and fishing, including streamlining purchasing, improving licensing options for special populations, and other customer service improvements.</b></p>	<p>Established a real-time connection to the Idaho Department of Transportation drivers license database, allowing for quicker and more efficient customer logins for all brick-and-mortar locations, and mitigates opportunity for issuing wrong class licenses by using current driver’s license data. Renewed our efforts for establishing positive relationships amongst all sales locations by hiring a new vendor coordinator who has successfully visited and trained vendors in all regions of the State.</p> <p>Added the ability to report Mandatory Hunter Reporting through the mobile app, as well as creating a “quick link” option to report harvest without requiring customer account login information.</p> <p>Investigation into allowing customers to purchase for others showed that this update could lead to security risks of Personal Identifying Information (PII), and reduce overall system performance during rush sales events.</p> <p>Email subscribers list continue to grow through onboarding emails when a customer purchase a license. Emails are consistently sent multiples times a month with relevant news and information.</p> <p>Reach on social media continues to grow as the Communications Bureau continues to follow best practices and increase efforts on all platforms. As evidence, the IDFG headquarters Facebook account reached more than 2-millions users during this period and Instagram had more than 500,000 users reached.</p>	<p><b>Make it easier to go hunting and fishing, including streamlining purchasing, improving licensing options for special populations, and other customer service improvements.</b></p>	<p>Create opportunities for continued education and training options by utilizing our vendor coordinator role to identify training needs, create and communicate system upgrades, and travel to high-traffic locations.</p> <p>Continue to improve harvest-reporting opportunities by exploring new online reporting options, such as Furbearer Trapping Reporting.</p> <p>Continue to identify improvements to the online purchase workflow to improve efficiency, reduce checkout processing times, and create consistently successful sale events.</p> <p>Grow email subscribers and continue to utilize email to keep customers informed on important news and information.</p> <p>Continue monitoring and maintain the social media and digital customer service channels in a space that is seeing constant change and increasing demand.</p> <p>Evaluate implementation of electronic Salmon and Steelhead permits along with electronic validation of permits and reporting of harvest</p>

FY 2022-2025 Management Direction	Brief statement of FY 2022 status/progress/ accomplishment	FY 2023-2026 Management Direction	Tasks/Actions planned in FY2023
<p><b>Improve hunting, fishing and trapping opportunities on private and public lands, including Wildlife Management Areas, and ensure adequate access to a diverse array of lands and waters.</b></p>	<p>Fully implemented the second year of the NRCS access grant. Fully spent the \$300,000 allocation expanding parcels enrolled in Access YES.</p> <p>Provided technical and financial assistance to improve non-motorized access trails in the backcountry in the Salmon Challis National Forest. Entered into one agreement to improve non-motorized trail access on the Salmon Challis National Forest.</p> <p>Completed a department-sponsored wetland review process. Staff received final report April 2022</p> <p>Marty segment design and build documents were completed and finished in FY22 for the SEP project. Bidding for contractors was finalized and a contractor was selected for FY22 SEP project. The RFP contract is in process for the NAWCA funding, so no contractor has been selected yet.</p> <p>Hunter education program completed 2 mentored pheasant hunts in Regions 4 and 7.</p> <p>Provided technical and financial assistance to improve non-motorized access trails in the backcountry in Frank Church and Selway Bitterroot Wilderness areas. Entered into 2 agreements for non motorized trail maintenance, one for the Frank Church Wilderness area and one for the Selway Bitterroot Wilderness area.</p> <p>More than 16 projects were completed or ongoing at multiple waters, including: Shepherd Lake, and McArthur Lake (R1); Harpster access on the SF Clearwater River and Twin Bridges on the lower Salmon River (R2); Red Top on the lower Boise River, Birding Island on the Payette River, and Bent Lane (R3); Cedar Draw access (R4); Shelly Park (R5); Antelope Creek (R6); Bay Horse Lake, Hayden Pond; and North Fork, Carmen Creek, Watts Bridge, and Deer Gulch on the Salmon River (R7).</p>	<p><b>Improve hunting, fishing and trapping opportunities on private and public lands, including Wildlife Management Areas, and ensure adequate access to a diverse array of lands and waters.</b></p>	<p>Implement third year of USDA NRCS Voluntary Public Access and Habitat Incentive Program (VPA-HIP) access agreement.</p> <p>Provide technical and financial assistance to improve non-motorized access in the backcountry in the Salmon Challis National Forest.</p> <p>Investigate options for funding of restoration work in accordance with wetland review recommendations.</p> <p>Start construction on the SEP projects during the fall of 2022 and spring of 2023. The NAWCA project will have a contractor selected and begin work during the same construction time frame of fall of 2022 and spring of 2023. With revegetation beginning post construction for both projects. Both the SEP and NAWCA project should be finished and finalized in FY23.</p> <p>Support U.S. Forest Service and trail association activities to improve backcountry trail access in Frank Church and Selway Bitterroot Wilderness areas, and to open backcountry airstrip access in the Frank Church Wilderness.</p> <p>At least twelve fishing and boating access projects are planned on public waters at sites owned by IDFG, including: Cherrylane on the Clearwater River (R2); Bernard's Landing and a new site on the Snake River (R3); Silver Creek East and West, Hayspur Hatchery, and Billingsley Creek North (R4); Warm Slough on the Henry's Fork (R6); Kids Creek Pond, and Colston Corner, Deer Gulch, 4th of July Creek, and Bobcat sites on the Salmon River (R7). In addition, 6 site improvement and 4 new development fishing and boating access projects are planned on public waters.</p> <p>Stock approximately 30,100 pheasants at 23 sites during fall 2022 seasons. Add any new stocking locations to the Department website.</p>
<p><b>The hunter education program will select public range grantees annually; in conjunction with the recommendations of the Citizens Advisory Committee.</b></p>	<p>The hunter education program funded \$491,000 in range grants for 22 public ranges.</p>	<p><b>The hunter education program will select public range grantees annually; in conjunction with the recommendations of the Citizens Advisory Committee.</b></p>	<p>Utilize \$500,000 in the hunter education program to fund 20 range grants at 22 public ranges.</p>



FY 2022-2025 Management Direction	Brief statement of FY 2022 status/progress/ accomplishment	FY 2023-2026 Management Direction	Tasks/Actions planned in FY2023
<p><b>Promote Access Yes! and seek out new participants and partners in public access.</b></p>	<p>Communication Bureau worked with the Wildlife Bureau to communicate and inform the public on expanded wolf opportunities.</p> <p>Updated the Access Yes! website; updated, produced, and distributed 9000 copies of the Access Yes Brochure; maintained Access Yes!, Large Tracts Access, and Idaho Department of Lands lease websites and WMA webpages. Developed Motorized Use Restrictions maps, webpages, signs and news releases for large tracts properties.</p> <p>Visits to pheasant stocking information pages went from 43,000 in FY19 to more than 185,000 in FY22 to date. Information sharing efforts should continue as well as messaging to set expectations of this opportunity.</p>	<p><b>Promote Access Yes! and seek out new participants and partners in public access.</b></p>	<p>Continue to implement Access Campaign to provide information on access opportunities Fish and Game provides for public benefit including Fish and Game-owned land, Access Yes! Properties, Wildlife Management Areas, Idaho Department of Land leases, Large Tract leases and Forest Legacy properties.</p>
<p><b>Continue management based fishery research projects to enhance the ability to conserve native fish populations and meet sport fish management objectives.</b></p>	<p>Sampling occurred in waters throughout the state in 2022. Evaluations are ongoing.</p> <p>Research evaluations are ongoing. Mediated discussions with Kootenai Tribe of Idaho on management approaches are ongoing.</p> <p>Walleye suppression appears to be having a population impact. Field work for diet and predation rate study has been completed, with ongoing lab and data analyses.</p> <p>State space models have been developed to handle data, evaluations are ongoing.</p> <p>Study completed. Wild steelhead caught at lower rates compared to hatchery fish. More than 96% of steelhead survive catch-and-release angling.</p>	<p><b>Continue management based fishery research projects to enhance the ability to conserve native fish populations and meet sport fish management objectives.</b></p>	<p>Continue to sample black bass statewide, and incorporate tag-return information into evaluation.</p> <p>Continue evaluations of Kootenai River White Sturgeon density dependence.</p> <p>Continue evaluations of efficacy of walleye suppression in Lake Pend Oreille</p> <p>Develop quantitative methods to estimate angling effort and catch using car counters deployed at fishing and boating access sites.</p>
<p><b>Train and outfit Idaho trappers with the information they need to trap safely and ethically.</b></p>	<p>Maintained course equipment and supplies in all IDFG regions. Dedicated wolf trapper equipment kits were developed and equipped for all IDFG regions. Trained and certified 18 new trapper education and 2 new wolf trapper education instructors. After a 2-year hiatus due to Covid, Fur School was reinstated in FY22 with 29 attendees.</p> <p>Conducted 47 trapper and 29 wolf trapper education (76 total) classes for 1,593 students throughout Idaho. Classes were taught following COVID-19 safety protocols. Typically paired trapper and wolf trapper classes to allow students to complete both classes in tandem. A new trapper education exam was implemented in FY22.</p> <p>Wrote scripts and arranged for film production. Filming is complete and videos are now in post-production.</p>	<p><b>Train and outfit Idaho trappers with information they need to trap safely and ethically.</b></p>	<p>Maintain trapper and wolf trapper course equipment and supplies; train and certify new instructors; and conduct annual Fur School for Fish and Game employees.</p> <p>Teach trapper education courses to meet demands of the public.</p> <p>Continue work with AFWA and video producers to develop national trapper education course as necessary. Future work on this task by IDFG may not be necessary. FY23 actions will depend on AFWA needs.</p>



# FY 2021-2026 PERFORMANCE MEASURES

Performance Measure	2021	2022	2023	2024	2025	2026	Benchmark
4: Landowners allow access for fish & wildlife recreation (# of properties enrolled / # private acres in Access Yes! Program)	96 / 341,215	[Progress bar showing 96/341,215]					90 / 350,000
5: Landowners with 50,0000+ acre parcels allow access for fish & wildlife recreation (# private acres in Large Tract Program)	899,499	[Progress bar showing 899,499]					941,000
6: Idahoans can access endowment lands for fish & wildlife recreation, while maintaining the integrity of IDL's constitutional responsibility (# acres in Idaho Endowment Lands Partnership Program)	2.35 Million	[Progress bar showing 2.35 Million]					2.35 Million
7: Idaho citizens hunt, trap, and uphold the North American Model of Wildlife Conservation (# of resident hunting and combination license holders / # resident trapping license holders)	219,828 / 2,230	[Progress bar showing 219,828 / 2,230]					245,000 / 2,300
8: Idaho citizens fish and uphold the North American Model of Wildlife Conservation (# of resident fishing license holders)	183,211	[Progress bar showing 183,211]					166,000

**Performance Measure Explanatory Notes:**

- 4. The benchmark is based on past success of the Access Yes! program, and the cost per acre.
- 5. This measure was added in FY 2020. The benchmark is based on maintaining the FY 2020 level of acreage, past success of the Large Tract program, available budget, and cost per acre.
- 6. This measure was added in FY 2020. The benchmark is based on maintaining the FY 2020 level of acreage, past success of the Endowment Land Agreement, available budget, and cost per acre.
- 7. This measure was added in FY 2020. The benchmark is based on maintaining the calendar year 2019 level of resident hunting & combo license holders and FY 2020 trapping license holder.
- 8. This measure was added in FY 2020. The benchmark is based on maintaining the calendar year 2019 level of resident fishing license holders.



# GOAL

## Working with Others

*Improve public understanding of and involvement in fish and wildlife management.*

### OBJECTIVE

*Improve citizen involvement in the decision-making process.*

*Increase public knowledge and understanding of Idaho's fish and wildlife.*

### STRATEGIES

- ▶ Ensure that interested and affected stakeholders are notified of opportunities to participate in decisions and that all voices are heard.
  - ▶ Improve variety and convenience of opportunities for citizens to be involved in Fish and Game decisions.
  - ▶ Utilize new information technologies, such as social media and other web-based platforms to broaden participation in proposal development and agency decision-making.
  - ▶ Utilize opinion surveys to sample a cross-section of sportsmen and women.
- 
- ▶ Provide biological information on Idaho's fish and wildlife to convey the status of populations and the basis for management decisions.
  - ▶ Expand utilization of new information technologies to improve public outreach.
  - ▶ Provide timely and accurate information on recreational opportunities, management actions and important news related to fish and wildlife an hunting, fishing, trapping, and viewing opportunities.



# FY 2023-2026 MANAGEMENT DIRECTION

FY 2022-2025 Management Direction	Brief statement of FY 2022 status/progress/accomplishment	FY 2023-2026 Management Direction	Tasks/Actions planned in FY 2023
<p><b>Continue to build citizen engagement in wildlife conservation and management and use existing programs like Master Naturalist, Project Wild and volunteers to involve citizens and keep them engaged.</b></p>	<p>Six Master Naturalist chapters held a combination of online and in-person training for new members. Most chapters engaged with IDFG to participate in projects and conservation education programs.</p> <p>Developed a committee to purchase of a volunteer management system. The purchase was approved by the leadership team, and a contract is currently in progress.</p> <p>Continue to provide support and coordination to Master Naturalist chapters statewide.</p>	<p><b>Continue to build citizen engagement in wildlife conservation and management and use existing programs like Master Naturalist and volunteers to involve citizens and keep them engaged.</b></p>	<p>Implement statewide volunteer management system for wildlife, fisheries, habitat, and wildlife education programs by April 15, 2023</p> <p>Hold the biennial Rendezvous for Master Naturalist Chapter participants in September at Sandpoint, Idaho. Continue to provide support and coordination to chapters statewide.</p>
<p><b>Build capacity and utilize website and social media in a strategic manner.</b></p>	<p>Social media content delivery saw significant growth due to increased effort from staff and higher prioritization among the Communication Bureau’s digital projects.</p> <p>Training and support moved to “as necessary” and formal training was postponed due to time constraints associated with COVID.</p> <p>The scope of the upgrade to the website and digital content management system has undergone several changes. Focus for technical-only upgrade is underway and highly anticipated. Content continues to be regularly upgraded and best practices for usability will be implemented in a future update.</p>	<p><b>Build capacity and utilize website and social media in a strategic manner.</b></p>	<p>Incorporate changes to where content is delivered online as new website and updated procedures come online.</p> <p>Cross-train staff on the website data needs to improve information delivery and accessibility, and support those staff to use the website and social media as part of their regular duties.</p> <p>Continue and expand the use of public virtual meetings and webinars.</p> <p>Upgrade the website digital content management system to better serve our information and regulatory needs, and stay current with technology and user interface needs. Begin work on a comprehensive website content restructure and redesign working with bureau partners and through user research to ensure website meets the needs of the department and the public.</p>
<p><b>Continue to increase public knowledge of the importance of sportsmen to fish and wildlife conservation efforts.</b></p>	<p>New kiosk completed in June 2022.</p> <p>Increased emphasis was not achieved due to staffing vacancies in the marketing department.</p>	<p><b>Continue to increase public knowledge of the importance of sportsmen to fish and wildlife conservation efforts.</b></p>	<p>Install new display module to present targeted educational opportunities for MKNC visitors</p> <p>Utilize communication channels, and explore new media and increased marketing activities to communicate the role sportsmen and women and Fish and Game play in conservation management.</p>



FY 2022-2025 Management Direction	Brief statement of FY 2022 status/progress/accomplishment	FY 2023-2026 Management Direction	Tasks/Actions planned in FY 2023
<b>Increase public knowledge of unlawful fishing and hunting activity; better inform the public about flagrant violations; and promote citizen reporting of wildlife crime.</b>	<p>Enforcement Bureau worked with the Communication Bureau to put out social media and press releases to inform the public of wildlife crimes, and seek public assistance.</p> <p>IDFG social media channels regularly presented information on unlawful activity throughout the state. Expanded effort was slowed due to vacancies.</p>	<b>Increase public knowledge of unlawful fishing and hunting activity; better inform the public about flagrant violations; and promote citizen reporting of wildlife crime.</b>	<p>Continue outreach in social media to increase public assistance, including Assistant Chief Jack's CPM project to have uniformed officers provide video clips to the public to assist in solving wildlife crimes.</p> <p>Work with regional communication managers to improve and synchronize effort to communicate unlawful activity to the public.</p>
<b>Develop and implement educational outreach materials and programs aligned with Fish and Game Commission and agency priorities and goals to be used throughout the state.</b>	Project WILD and Aquatic Education were aligned with IDFG priorities and focused on ages 9 and older. Both online and hybrid classes were offered, however participation in WILD programs has declined.	<b>Develop and implement educational outreach materials and programs aligned with Fish and Game Commission and agency priorities and goals to be used throughout the state.</b>	Evaluate Project WILD and Aquatic Ed programs and determine public demand for future offerings.
<b>Continue Controlled Hunt management efforts to minimize the time frame between close of the application period and posting of results.</b>	IDFG customers are now able to access their customer accounts, purchase history, and controlled hunt results without a username or password. Draw results are also provided via email, and can be accessed through the GoOutdoorsIdaho mobile app.	<b>Continue Controlled Hunt management efforts to minimize the time frame between close of the application period and posting of results.</b>	Establish formal procedures for draw processing, auditing, and posting to share with all license-centric staff to allow for transparent understanding of draw process and timelines. Create framework for identifying improvements.
		<b>Expand understanding and acceptance of IDFG's mission.</b>	<p>Create a comprehensive communications campaign to inform and reinforce IDFG's mission among all demographics.</p> <p>Increase relevance and improve public perception/acceptance of hunting, fishing and conservation while broadening the demographic and increasing the total users who choose IDFG activities.</p> <p>Improve public perception of current hunting and fishing resource utilization and broaden distribution of usage in hunting and fishing locations.</p> <p>Increase relevance and improve public perception/acceptance of hunting, fishing and conservation while broadening the demographic and increasing the total users who choose IDFG activities.</p> <p>Achieve annual rate of growth of 2.5% for all license sales and 3% for resident license holders over the next three years.</p> <p>Support efforts to encourage mentoring among current hunters, anglers, and trappers.</p>
		<b>Employ marketing best practices to produce the results most desired by our commission and department leadership; strengthen the department's relationship with license holders and the public; and strengthen our fiscal resilience by growing the department's user base at a reasonable level.</b>	

## FY 2021-2026 PERFORMANCE MEASURES

Performance Measure	2021	2022	2023	2024	2025	2026	Benchmark
9: Effectively convey and distribute information about wildlife and wildlife-based recreation (# of unique visitors per year to Fish and Game website)	3.98 million						2.00 million

**Performance Measure Explanatory Notes:**

9. The benchmark is based on expected growth in web traffic.

# GOAL

## Management Support

*Enhance the capability of the Department to manage fish and wildlife and serve the public.*

### OBJECTIVE

*Attract and retain a diverse and professional workforce.*

*Provide programs, equipment and facilities for excellent customer service and management effectiveness.*

*Improve information management and business systems.*

### STRATEGIES

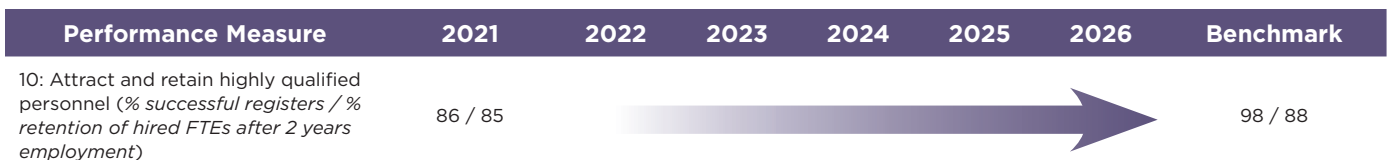
- ▶ Seek competitive salaries for Fish and Game employees.
- ▶ Provide training and professional development opportunities.
- ▶ Reward leadership, integrity, competency, professionalism and innovation.
- ▶ Use the fleet management program to efficiently acquire and manage Fish and Game vehicles and field equipment.
- ▶ Promote and strengthen volunteer programs to assist with habitat and fish and wildlife management and education.
- ▶ Work closely with license vendors to ensure accurate delivery of licenses and tags.
- ▶ Provide facilities that foster effective customer service and productive work environments.
- ▶ Develop data management system to make Fish and Game data more readily usable and available to the public, other agencies and employees.
- ▶ Implement an electronic licensing system that is reliable, adaptable, user friendly and cost effective.

### FY 2023-2026 MANAGEMENT DIRECTION

FY 2022-2025 Management Direction	Brief statement of FY 2022 status/progress/accomplishment	FY 2023-2026 Management Direction	Tasks/Actions planned in FY 2023
<b>Increase enforcement-related public outreach and community involvement at the local level to keep citizens informed of opportunities to engage and participate.</b>	<p>Delayed due to staff capacity and Covid protocols.</p> <p>Successfully modified rules of engagement and process to complete duties while adhering to state, federal, and department Covid-19 guidelines.</p> <p>Delayed due to staff vacancies and ITS capacity.</p>	<b>Increase enforcement-related public outreach and community involvement at the local level to keep citizens informed of opportunities to engage and participate.</b>	<p>Continue RCO encouragement of officers to team up with regional wildlife manager to help with public outreach. Develop method and measures of success for this action.</p> <p>Identify the demand for local information, work with regional staff to help meet that demand, and work with ITS to develop methods and success metrics for these actions.</p>
<b>Continue marketing strategies to maintain sustainable revenue in nonresident hunting license and tag sales.</b>	Created a supplemental Nonresident Brochure to highlight changes and opportunities specifically for nonresidents, and completed outreach to address demand for nonresident products. As demand for nonresident licenses and tags remains high, department revenue remains healthy.	N/A	N/A

FY 2022-2025 Management Direction	Brief statement of FY 2022 status/progress/accomplishment	FY 2023-2026 Management Direction	Tasks/Actions planned in FY 2023
<p><b>Optimize revenue through HB 230 and Price Lock in accordance to the Commission discount order.</b></p>	<p>R3 efforts were maintained and improved upon. There remains strong public participation although slightly lower than in 2020. In 2022 the Commission extended the discount order to continue the Price Lock program.</p> <p>Coordinated reminder notification emails prior to Auto-Renew, and included Auto-Renew reminder information in various press releases and IDFG website pages. Auto-Renew in December 2021 was successful and resulted in very limited negative feedback.</p>	<p><b>Optimize revenue through HB 230 and Price Lock in accordance to the Commission discount order.</b></p>	<p>Expand the Auto-Renew program to include more complex products for renewal and increase our number of reminders, to grow the Auto-Renew program.</p>
<p><b>Improve efforts – including evaluation of existing efforts and initiation of new ones – that recruit new participants, retain current ones, and reactivate those who have dropped out.</b></p>	<p>Created various new tools for reporting on key license and sales data. Also hired a Business Analyst to assist with data management, provide reporting expertise, and communicate automated reporting needs to our license vendor.</p> <p>Tracked ROI through automated emails and push notification. Tracking was delayed by need to update agency’s privacy policy.</p> <p>Integration efforts are in progress, and are currently scheduled to be completed in the fall of 2022.</p> <p>Implemented lessons learned from previous year’s campaign to complete fishing, hunting, and hunter education campaigns. Efforts to reach a broader demographic, provide how-to content, and encouraging mentoring were completed.</p> <p>Created “Mentor Pledge” as part of the hunting campaign, and worked with BHA Hunting for Sustainability program. Developed Turkey Hunting 101 webinar and encouraged mentorship through various press releases.</p>	<p><b>Improve technical and administrative infrastructure to increase efficiency and effectiveness of outreach efforts.</b></p>	<p>Integrate hunter education graduate data into license system data.</p> <p>Update agency’s privacy policy, and work with license vendor to track marketing ROI on outreach efforts.</p>

## FY 2021-2026 PERFORMANCE MEASURES



### Performance Measure Explanatory Notes:

10. A “successful register” is defined as one with at least 5 qualified applicants. The percent of successful registers was determined by the formula **[# successful registers + total open competitive registers] \* 100**. The benchmark is based on the average over the past four fiscal years.



# *Our Mission*

*(Idaho Code Section 36-103)*

All wildlife, including all wild animals, wild birds, and fish, within the state of Idaho, is hereby declared to be the property of the state of Idaho. It shall be preserved, protected, perpetuated, and managed. It shall only be captured or taken at such times or places, under such conditions, or by such means, or in such manner, as will preserve, protect, and perpetuate such wildlife, and provide for the citizens of this state and, as by law permitted to others, continued supplies of such wildlife for hunting, fishing and trapping.

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