This document outlines my key short-term, mid-term, and long-term objectives as Director, with approval of the Fish and Game Commission. Following up on the successful Idaho Wildlife Summit of FY 2013 and the backdrop of the focal message “Idaho’s Wildlife Belongs to You”, a priority in FY 2014 will be to work strategically with Idahoans to match public expectations and legal mandates with fiscal realities to ensure a responsive and professional Fish and Game.

Idaho citizens strongly supported passage of a new amendment to the State Constitution ensuring the rights to hunt, fish, and trap including by the use of traditional methods, are recognized as a valued part of the heritage of the State of Idaho and are preserved for the people. Fish and Game’s role is to manage through laws, rules, and proclamations to preserve the future of hunting, fishing, and trapping. Public hunting, fishing, and trapping of wildlife are constitutionally a preferred means of managing wildlife and we value and uphold the critical management partnership with Idaho’s hunters, anglers, and trappers.

We all have a shared responsibility in protecting and managing Idaho’s wildlife. After all, diverse and abundant wildlife makes Idaho...Idaho.

Vig Moore
The Idaho State Legislature created the Idaho Department of Fish and Game in 1899. In 1938, by voter initiative, the Fish and Game Commission was created to set policy for the Idaho Department of Fish and Game in its role to implement the State of Idaho wildlife policy. Commissioners are appointed from seven administrative regions by the governor and serve staggered, four-year terms. The FY 2014 Commissioners are as follows: Brad Corkill (Panhandle), Fred Trevey (Clearwater), Bob Barowsky (Southwest), Mark Doerr (Magic Valley), Randy Budge (Southeast), Kenny Anderson (Upper Snake), and Will Naillon (Salmon). The Commission holds most of the regulatory authority for fish and wildlife management, and expresses its overall expectations to the Fish and Game in the strategic plan called The Compass.

Our Vision

The Department shall work with the citizens of Idaho in providing abundant, diverse fish and wildlife and ensuring a rich outdoor heritage for all generations.
**Economic Slowdown** — The slow economy continues to affect Fish and Game’s license revenue, and Fish and Game continues measures to ensure revenue and spending are balanced. Planning for potential reductions to federal funds as a result of national budget management will accompany FY 2015 budget development.

**Narrow Funding Base** — More than 90 percent of Idahoans say wildlife issues are important to them, yet Fish and Game receives no general tax revenue – the agency’s revenue almost exclusively comes from license sales, federal aid, mitigation funding, and grants. At-risk species conservation, urban wildlife management, shifting patterns in wildlife-based recreation, and the public’s changing expectations of wildlife management and of Fish and Game require involvement and funding beyond that from hunters and anglers. Several stakeholders agree, but agreement on the mechanism is elusive.

**NonResident Hunters** — Nonresident hunting license sales have declined each year since 2008. Significantly higher rates for nonresidents to hunt in Idaho has helped keep costs low for residents but the triple whammy of the economy, the 2009 fee increase, and perceived effects of wolves on elk hunting has changed both the magnitude and pattern of sales, requiring both defensive measures such as internal spending controls and offensive measures such as more intensive outreach including direct mailings and marketing techniques in the print and electronic media.

**Wolf Management** — Wolf management remains controversial, but the 2012-2013 hunting and trapping season progressed in an orderly and effective manner. Future management will build on the lessons of this season to make further progress towards achieving management objectives for wolves and important big game herds suppressed by wolf predation. Wolf monitoring efforts remain critical to fulfilling state obligations for documenting wolf numbers and breeding pair status during the five-year post-delisting Federal oversight period. Federal financial support has declined by 50% and will cease entirely by 2016.

**Energy Development** — Idaho has the natural potential for wind, geothermal, hydro, and solar power. Energy development in our neighbor states puts Idaho right in the path of several proposed transmission corridors. Potential effects to fish, wildlife, and habitat must be assessed and considered as in-state and out-of-state energy demands are addressed. The effects of landscape-scale energy infrastructure on sage-grouse will be a particular emphasis of Fish and Game evaluation in the coming year as proposals for at least two transmission lines and other wind projects are reviewed.

**Managing Predation** — Fish and Game is taking overt actions to manage predation when it impairs reaching game population objectives. The challenge is to define and find a balance between predators and prey – which is technically difficult, especially when overlaid with legal, policy, or administrative guidelines. Examples include reducing wolf predation on elk to increase elk survival and reducing American white pelican predation on Yellowstone cutthroat trout along the Blackfoot River to improve spawning success. Defining “balance” also includes stakeholders’ opinions, which takes time and money to properly assess.
Climate Change — Empirical assessments are just beginning for predictive modeling of spatial and temporal effects of climate change on fish, wildlife, and habitat in Idaho and the surrounding states and provinces. All field staff and program managers are challenged with using emerging climate information to adapt their on-the-ground management. Current legal and policy frameworks also may need to be adapted.

Greater Sage-Grouse — Fish and Game is providing technical assistance on the development of the Governor’s alternative and on the Bureau of Land Management and U.S. Forest Service’s Environmental Impact Statement for sage-grouse management in Idaho.

Invasive Species — Exotic and invasive plants and animals may alter or convert fish and wildlife habitat and compete, hybridize, or prey on native and other desirable fish and wildlife. Significant resources are required to respond to a rapidly growing list of invasive species and to fund interdiction. Fish and Game plays a key support role in prevention, detection and control activities for both aquatic and terrestrial invasive species.

Off-highway Vehicles — OHVs continue to increase in size and sophistication. About half of Idaho’s big game hunters are using OHVs during hunting season. Fish and Game must assess and explain how OHV use affects fish, wildlife, and habitats and also must address existing and potential conflicts between hunters and anglers who use OHVs and those who do not.

Nature Deficit Disorder — The average child spends 44 hours per week plugged into electronic media and a mere 30 minutes outside in unstructured play. This disconnection not only has been linked to childhood obesity, attention deficit disorders, and developmental problems, but also will affect the future of wildlife stewardship. We continue to use education and outdoor experiences to get kids outside.

Idaho State Wildlife Action Plan — The Idaho State Wildlife Action Plan provides a framework for conserving “species of greatest conservation need” and the habitats upon which they depend. It is the state’s guiding document for managing and conserving at-risk species. An integrated approach to implementing this strategy across all Fish and Game programs will reduce potential listings under the Endangered Species Act of 1973, as amended, and uphold state authority for managing its wildlife. Fish and Game currently is working with partners to revise the existing plan. The focus this year is to prioritize species and conservation actions.

Wildlife Diseases — Increased movement of people, animals, and materials worldwide has increased the potential for native and exotic wildlife diseases to affect Idaho. Additionally, increased human awareness and concern for existing diseases such as hydatid disease, chronic wasting disease, brucellosis, avian influenza, and Pasteurella requires a proactive approach to detecting and managing both new and existing diseases.
Desired Outcomes

• Hunters, anglers, and trappers are highly satisfied with the number and variety of fish and game available for harvest.
• Idaho citizens are highly satisfied with the diversity and health of the state’s native fish, wildlife, and plants.
• Idaho’s fish and wildlife is managed by the state.
• There is no net loss of habitat.
• Fish and wildlife diseases do not significantly impact fish and wildlife, humans, or domestic animals.
• The Department is highly regarded as a comprehensive source of objective, scientifically based information on fish, wildlife, and plants in Idaho.

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

Strategies

• Develop measurable and achievable management objectives for game species.
• Set harvest rules and regulations to achieve long-term sustainability of populations and habitat.
• Enforce fishing, hunting, and trapping regulations.
• Use artificial propagation, stocking, and translocation where appropriate and cost effective.
• Alleviate wildlife damage to agriculture and compensate landowners for unavoidable losses as provided by law.
• Manage predation to achieve a balance between game and predator populations.
• Intentionally introduce non-native fish and wildlife only if they do not pose genetic, competitive, or predatory risks to native or desirable fish and wildlife.
• Regularly inventory, analyze, and report on game populations and habitats.
• Assess game populations and harvest numbers and adapt regulations to achieve recreation and population objectives.
• Collaborate with tribes, private landowners, and agencies to manage populations and harvest for long-term sustainability.
Objective
Ensure the long-term survival of native fish, wildlife, and plants.

Strategies
• Inventory, monitor, and assess the status of native fish, wildlife, and plants and the habitats upon which they depend.
• Identify species with the greatest need for conservation action.
• Restore native species where they have declined or disappeared.
• Provide information on the distribution, abundance, and conservation of native fish, wildlife, and plants.
• Assist public and private landowners in the conservation, restoration, and enhancement of native fish, wildlife, and plants.
• Collaborate with interested and affected parties to develop and implement plans to recover threatened and endangered species and conserve native fish, wildlife, and plants.

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

Strategies
• Develop measurable and achievable management objectives for fish and wildlife habitat.
• Assess and prioritize habitats for protection, restoration, or enhancement.
• Provide information, analysis, and recommendations to improve fish and wildlife habitats and reduce impacts from land and water use and development.
• Seek mitigation for adverse impacts to fish and wildlife.
• Provide incentives and assistance to landowners to improve habitat on private land.
• Acquire interest in property where Department management can provide exceptional benefits to fish and wildlife and associated recreation.
• Work in cooperation with other agencies and local governments to prevent the introduction and spread of invasive species.
• Develop partnerships with landowners, land management agencies, and others to restore, enhance, and conserve fish and wildlife habitats.
Objective

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

Strategies

- Monitor fish and wildlife populations for disease.
- Prohibit the importation of fish and wildlife that pose an unacceptable disease risk.
- Ensure that propagation, stocking, and translocation of fish and wildlife do not contribute to the introduction or transmission of diseases.
- Reduce or eliminate high concentrations of wildlife that pose significant disease risk.
- Enhance and enforce laws to protect fish and wildlife populations from disease.
- Reduce or eliminate the risk of transmission of disease between captive and free-ranging fish and wildlife.
- Develop risk assessment, public information, and response strategies for fish and wildlife disease threats.
- Collaborate with other agencies and educational institutions on disease control, prevention, and research.
### Key Services Provided FY 2010-2013

<table>
<thead>
<tr>
<th>Cases Managed and/or Key Services Provided</th>
<th>FY 2010</th>
<th>FY 2011</th>
<th>FY 2012</th>
<th>FY 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientifically assess the abundance and health of big game populations to inform management decisions (# of hours of deer and elk aerial surveys flown)</td>
<td>1,025</td>
<td>795</td>
<td>427</td>
<td>719</td>
</tr>
<tr>
<td>Alleviate wildlife damage to agriculture (minimum # of depredation complaints responded to)</td>
<td>1,390</td>
<td>1,232</td>
<td>737</td>
<td>903</td>
</tr>
<tr>
<td>Compensate for wildlife damage to agriculture (# depredation claims paid)</td>
<td>31</td>
<td>28</td>
<td>22</td>
<td>25</td>
</tr>
<tr>
<td>Improve opportunity to harvest game fish (# of Department-operated hatchery-raised resident and anadromous fish stocked in ponds, lakes, and streams)</td>
<td>27,084,509</td>
<td>32,351,311</td>
<td>23,007,356</td>
<td>23,837,326</td>
</tr>
<tr>
<td>Scientifically assess the abundance and health of fish populations to inform management decisions (# surveys conducted on lakes, reservoirs, rivers, and streams)</td>
<td>918</td>
<td>652</td>
<td>1,297&lt;sup&gt;c&lt;/sup&gt;</td>
<td>464</td>
</tr>
<tr>
<td>Enforce fish and game laws (# of warnings and citations issued)</td>
<td>4,799</td>
<td>4,053</td>
<td>4,175</td>
<td>3,480</td>
</tr>
<tr>
<td>Protect game populations, provide information, ensure human safety (# of licenses checked by officers in the field)</td>
<td>82,393</td>
<td>65,893</td>
<td>65,684</td>
<td>60,653</td>
</tr>
<tr>
<td>Provide information, analysis, and recommendations to improve fish and wildlife habitats and reduce impacts from land and water use (minimum # technical comments, reviews, meetings, site visits, and technical data requests filled)</td>
<td>2,466</td>
<td>2,886</td>
<td>2,438&lt;sup&gt;a&lt;/sup&gt;</td>
<td>2,296&lt;sup&gt;a&lt;/sup&gt;</td>
</tr>
<tr>
<td>Minimize the impacts of fish and wildlife diseases on fish and wildlife populations, livestock, and humans (# cases, biological samples, and necropsies handled by health labs)</td>
<td>2,980</td>
<td>2,954</td>
<td>2,825</td>
<td>2,924</td>
</tr>
<tr>
<td>Provide information to license buyers to increase their recreation satisfaction and opportunities (# visitors to Idaho Hunt Planner and Fish Planner web pages)</td>
<td>174,615</td>
<td>226,592</td>
<td>174,483</td>
<td>264,962</td>
</tr>
<tr>
<td>Provide for community and public involvement in management and education while reducing costs (# Volunteer, Reservist, and Hunter Ed Instructor hours)</td>
<td>69,835</td>
<td>71,868</td>
<td>74,848</td>
<td>56,779&lt;sup&gt;a&lt;/sup&gt;</td>
</tr>
</tbody>
</table>

<sup>a</sup> – Tally is incomplete
<sup>b</sup> – Measure combines fiscal and calendar years
<sup>c</sup> – The noticeable increase is due to a change in how anadromous fish creel surveys are counted.
FY 2014-2017 Management Direction
✓ Emphasize elk and mule deer restoration.
✓ Align predation management with elk and mule deer restoration.
✓ Complete and implement the Elk Management Plan.
✓ Manage wolves to maintain delisted status and reduce conflict with ungulate herds and domestic livestock.
✓ Minimize legal challenges to state management of wolves.
✓ Support state actions that preclude sage-grouse listing.
✓ Delist bull trout.
✓ Ensure an efficient and effective fish hatchery program.
✓ Accomplish Yellowstone cutthroat trout conservation and management in the Blackfoot River including pelican predation management.
✓ Achieve settlement for wildlife impacts from federal hydropower development.

FY 2014-2017 Performance Measures

<table>
<thead>
<tr>
<th>Performance Measure</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Compliance with regulations (# of violations / # of licenses checked)</td>
<td>3480 / 60,653 (5.8% / 10.7%)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Less than 10% of licenses checked result in violation / check 15% of total licenses sold</td>
</tr>
<tr>
<td>2. Elk and deer populations are meeting objectives (% zones and units meeting objectives)</td>
<td>83%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>90 by 2015</td>
</tr>
<tr>
<td>3. Opportunity to harvest game fish (# of Department-operated hatchery-raised resident and anadromous fish stocked in ponds, lakes, and streams)</td>
<td>23,837,326</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>23,900,000</td>
</tr>
</tbody>
</table>

Performance Measure Explanatory Notes:
1. The benchmark is based on past performance by Department officers.
2. 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.
3. The benchmark is based on maintaining the FY2013 level of production.
Desired Outcomes

- Hunters, anglers, trappers, and wildlife viewers are highly satisfied with fish and wildlife recreation opportunities.
- Landowners allow access for fish and wildlife recreation.
- Recreational opportunities are abundant and well distributed around the state, while conflicts between recreationists are few and far between.
- Hunters, anglers, trappers, and wildlife viewers enjoy broad public support for their recreational activities.
- There is broad recognition and support in Idaho for the economic and social benefits of fish and wildlife recreation and management.

Objective

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

Strategies

- Provide opportunities and experiences based on demand, Idaho’s landscapes, and fish and wildlife resources.
- Provide opportunities specific to the needs of beginners, youth, people with disabilities, and families.
- Stock and transplant fish and wildlife where appropriate and cost effective.
- Develop regulations that increase opportunity and variety while reducing conflicts between user groups.
- Assess participation, demand, and satisfaction with hunting, fishing, and trapping opportunities. Adjust management to achieve objectives.
Objective
Sustain fish and wildlife recreation on public lands.

Strategies
• Collaborate with land management agencies to provide a variety of recreational opportunities, manage access, reduce impacts and conflicts, and achieve objectives for recreation and fish and wildlife populations.
• Collaborate with outfitters and guides to promote sustainable fish and wildlife recreation, reduce conflicts, and achieve objectives for recreation and fish and wildlife populations.
• Protect the public’s right to use public waters for hunting, fishing, trapping, and wildlife viewing.
• Obtain public access across private lands to public lands.
• In partnership with land management agencies, provide information on fish and wildlife recreational opportunities and access on public land.
• Improve management of motor vehicles and enforcement of rules on state and federal lands through partnerships with state and federal agencies and local governments.
• Provide fish- and wildlife-based recreation on lands owned or managed by the Department.
• Provide specialized access opportunities for people with disabilities.
• Assess participation, demand, and satisfaction with fish and wildlife recreation on public land. Adjust management to achieve objectives.

Objective
Increase opportunities for wildlife viewing and appreciation.

Strategies
• Promote and publicize wildlife-viewing opportunities.
• Provide wildlife viewing opportunities on lands managed or owned by the Department.
• Partner with other agencies, local communities, and others to develop wildlife viewing facilities, opportunities, and materials on other land ownerships.
• Assess participation, demand, and satisfaction with wildlife-viewing and appreciation opportunities. Adjust management to achieve objectives.
Objective
Increase the variety and distribution of access to private land for fish and wildlife recreation.

Strategies
• Assess opportunities to access private land.
• Provide incentives and services to landowners who allow public access.
• Collaborate with landowners and commercial operators to provide public recreation opportunities on private lands.
• Assess participation, demand, and satisfaction with access opportunities on private land. Adjust management to achieve objectives.

Objective
Maintain broad public support for fish and wildlife recreation and management.

Strategies
• Enforce hunting, fishing, and trapping regulations.
• Emphasize ethics, safety, and fair chase in hunting, fishing, trapping, and other wildlife education programs.
• Expand opportunities to take mandatory hunter and bowhunter education classes.
• Support mentoring programs for new hunters and anglers.
• Provide information on proper wildlife-viewing techniques and behavior.
• Restrict the use of technological advances in fish and wildlife recreation when they compromise fair chase and management objectives.
• Promote hunting, fishing, and trapping as legitimate uses of fish and wildlife and compatible with the conservation of all wildlife.
• Publicize the social and economic benefits of hunting, fishing, and other wildlife-based recreation.
• Monitor public support for fish and wildlife recreation and management.
### Key Services Provided FY 2010-2013

<table>
<thead>
<tr>
<th>Cases Managed and/or Key Services Provided</th>
<th>FY 2010</th>
<th>FY 2011</th>
<th>FY 2012</th>
<th>FY 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide opportunity to harvest game fish and wildlife (# of hunting, fishing, and combination licenses sold)</td>
<td>548,949</td>
<td>523,698</td>
<td>573,714</td>
<td>566,460</td>
</tr>
<tr>
<td>Provide public access to private lands or through private lands to public lands for hunting, fishing, and trapping (acres provided through Access Yes! program)</td>
<td>901,968</td>
<td>918,227</td>
<td>924,080</td>
<td>882,976</td>
</tr>
<tr>
<td>Provide public access to important wildlife areas for hunting, fishing, trapping, and viewing (# of acres managed)</td>
<td>365,700</td>
<td>364,800</td>
<td>380,000</td>
<td>388,000</td>
</tr>
<tr>
<td>Provide opportunity to hunt big game (# elk and deer hunter days)</td>
<td>1,259,428</td>
<td>1,301,670</td>
<td>1,258,684</td>
<td>NA</td>
</tr>
<tr>
<td>Provide opportunity to harvest salmon and steelhead without harming threatened populations (angler hours spent fishing for salmon and steelhead)</td>
<td>2,154,714</td>
<td>1,928,312</td>
<td>1,928,916</td>
<td>1,540,969</td>
</tr>
<tr>
<td>Provide public access to fishing waters (# fishing and boating access sites maintained)</td>
<td>354</td>
<td>350</td>
<td>330</td>
<td>328</td>
</tr>
<tr>
<td>Educate students about hunting and firearms safety, ethics and responsibilities, wildlife management, and fish and game rules and regulations (# of students Hunter Education certified)</td>
<td>9,860</td>
<td>10,971</td>
<td>8,703</td>
<td>9,117</td>
</tr>
</tbody>
</table>

*a – Tally is incomplete  
b – Measure based on a calendar year*

### FY 2014-2017 Management Direction

- ✓ Manage Wildlife Management Areas to meet updated wildlife objectives and license-buyer expectations.
- ✓ Make it easier to go hunting and fishing.
- ✓ Make areas for hunting, fishing, and trapping more accessible and convenient.

### FY 2014 – 2017 Performance Measures

<table>
<thead>
<tr>
<th>Performance Measure</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>4. Landowners allow access for fish &amp; wildlife recreation (# of properties enrolled / # private acres in Access Yes! Program)</td>
<td>110 / 442,951</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>115 / 700,000</td>
</tr>
</tbody>
</table>

**Performance Measure Explanatory Notes:**

4. The benchmark is based on past success of the Access Yes! program.
Desired Outcomes

- A broad spectrum of the public participates in and supports management decisions.
- Idaho citizens are well-informed and knowledgeable about fish and wildlife resources and the Department’s management role.
- Fish and wildlife management is based on sound science and is responsive to the needs and expectations of Idaho citizens.
- Information related to Idaho’s fish, wildlife, plants, and ecosystems is easily accessible in a variety of formats.

Objective

Improve citizen involvement in the decision-making process.

Strategies

- Publicize the Department’s public involvement and decision-making processes.
- Ensure that interested and affected parties are notified of opportunities to participate in decisions and that all voices are heard.
- Improve the variety and convenience of opportunities for citizens to be involved in Department decisions.
- Provide quality and timely response to input from citizens and include rationale for decisions.
- Assess and report on the values, attitudes, and opinions of citizens regarding fish and wildlife.
- Improve coordination, effectiveness, and quality of public involvement efforts.
- Assess participation in and satisfaction with public involvement processes. Adjust programs to improve performance.
Objective
Increase public knowledge and understanding of Idaho’s fish and wildlife.

Strategies

• Provide user-friendly regulations and information.
• Provide timely and accurate information on recreational opportunities, management actions, and important news related to fish and wildlife.
• Publicize resource management issues and Department programs that address them.
• Develop effective partnerships with resource management agencies, schools, universities, civic organizations, interest groups, businesses, and individuals to inform and educate the public.
• Develop effective methods for conveying and distributing information about fish and wildlife.
• Evaluate education, information, and outreach efforts and determine the needs, expectations, and interests of the public. Adjust programs to meet objectives.
• Improve internal communication and knowledge of the Department’s programs and activities.
• Promote the use of Department facilities for fish and wildlife educational opportunities.
• Provide a variety of “how to” hunting and fishing classes as well as other fish and wildlife educational opportunities.
Key Services Provided FY 2010-2013

| Provide information on fishing and hunting, fish and wildlife, educational programs, volunteer opportunities, and other general agency information to the public (average # visitors per month to agency website) | 253,495 | 265,410 | 208,525 | 255,913 |
| Train schoolteachers about how to improve their students’ awareness, knowledge, skills, and responsible behavior related to Idaho’s fish and wildlife. (# teachers who attended Project Wild workshops) | 432 | 446 | 425 | 654 |
| Provide information to license buyers to increase their recreation satisfaction and opportunities (# visitors to Idaho Hunt Planner and Fish Planner web pages) | 174,615 | 226,592 | 174,483 | 264,962 |
| Provide for community and public involvement in management and education while reducing costs (# Volunteer, Reservist, and Hunter Ed Instructor hours) | 69,835 | 71,868 | 74,848 | 56,779 |

a – Tally is incomplete
b – Measure combines fiscal and calendar years

FY 2014-2017 Management Direction

✓ Follow through on the Idaho Wildlife Summit to strengthen citizen engagement in wildlife conservation and management.
✓ Create more effective communications.
✓ Inform Idaho planners and decision-makers about economic benefits of wildlife recreation to promote outcomes that accommodate state wildlife management and conservation objectives.

FY 2014-2017 Performance Measures

<table>
<thead>
<tr>
<th>Performance Measure</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>5. Effectively convey and distribute information about wildlife and wildlife-based recreation (# of unique visitors per year to Fish and Game website)</td>
<td>1.35 million</td>
<td>See Note</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Performance Measure Explanatory Notes:
5. This benchmark is under review. The website is being restructured in early 2014 and new goals will be set by the web strategy team.
Desired Outcomes

- Employees are recognized and respected for public service and leadership in fish and wildlife management.
- The Department attracts and keeps highly qualified personnel.
- The Department is recognized as an effective and efficient state agency.
- Funding is sufficient to manage fish and wildlife and serve the public.
- All that pay benefit; all that benefit pay.

Objective

Attract and retain a diverse and professional workforce.

Strategies

- Reward leadership, integrity, competency, professionalism, and innovation.
- Require training in supervision, performance evaluation, and leadership for all supervisors.
- Promote and provide training and continuing education opportunities.
- Recruit and train volunteers to assist Department employees.
- Seek competitive compensation when developing recommendations for state employee compensation.
- Provide career development, promotional opportunities, and relocation assistance.
- Improve recognition, celebration, education, and wellness programs that value employees.

Objective

Provide equipment and facilities for excellent customer service and management effectiveness.

Strategies

- Maintain and upgrade facilities and equipment.
- Design and locate offices for customer service and convenient access.
- Partner with other agencies to combine offices where feasible.
- Provide a safe, pleasant, and well-equipped work environment.
Objective

Improve information management and business systems.

Strategies

• Develop and implement a long-term plan for information technology and management.
• Improve tools for entry, storage, retrieval, reporting, and dissemination of biological and business data.
• Develop cooperative efforts to gather and exchange information on fish, wildlife, and plants.
• Develop and implement standardized sampling and data collection protocols.
• Provide access to and training in the use of information management systems.
• Implement an electronic licensing system that is reliable, adaptable, user friendly, and cost effective.
• Continually review, adapt, and improve business practices to enhance effectiveness and accountability.
• Devise and implement ways to enhance teamwork, internal communication, and decision making.

Objective

Improve funding to meet legal mandates and public expectations.

Strategies

• Continue to use revenue generated by hunters, anglers, and trappers for programs that benefit hunting, fishing, and trapping.
• Develop a funding mechanism to adjust license fees to keep pace with the cost of managing hunting and fishing programs.
• Obtain funding through grants and partnerships that support the Department’s mission.
• Develop new funding for fish and wildlife programs that benefit all Idaho citizens.
• Seek efficiencies and cost savings in all programs.
• Use research and marketing to enhance license sales.
• Facilities, equipment, and information systems are safe, reliable, and cost effective.
FY 2014 - 2017 Management Direction

✓ Measure sportsmen’s attitudes and expectations for Fish and Game’s conservation enforcement.
✓ Develop strategies for addressing declines in nonresident hunting license and tag sales.
✓ Use a portfolio of tools, including marketing, to position license revenue to match Fish and Game appropriation.
✓ Create a portfolio of financial tools that include customer service incentives to manage “churn.”
✓ Rebalance Fish and Game’s portfolio of spending to ensure good return on investment.
✓ Lay the foundation to broaden Fish and Game’s funding base for the 2014 legislative session.
✓ Align our cost accounting system to more effectively track expenditures with goals, objectives, and actions of The Compass.
✓ Secure additional Southwest Region and Panhandle Region office space.

FY 2014-2017 Performance Measures

<table>
<thead>
<tr>
<th>Performance Measure</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. Attract and retain highly qualified personnel (% successful registers / % retention of hired FTEs after 2 years employment)</td>
<td>98 / 90</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>94 / 88</td>
</tr>
<tr>
<td>7. All that pay benefit, all that benefit pay (% of funding that comes from the general Idaho public)</td>
<td>2.6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>20% by 2020</td>
</tr>
</tbody>
</table>

**Performance Measure Explanatory Notes:**

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

7. “Funding from the general public” is defined as revenue from the sales of wildlife license plates, the non-game tax check-off, donations to the Department, and interest income. The percent of funding from the general public was calculated by the formula \([\text{funding from general public} + (\text{funding from general public} + \text{license sales})] \times 100\). The benchmark is a 5-year target based on data from the U.S. Sportsmen’s Alliance Foundation’s 2001 Survey of State Wildlife Agency Revenue. By using the formula \([\text{general fund revenue} + (\text{general fund revenue} + \text{license revenues})] \times 100\) for all state fish and wildlife agencies, we calculated a nationwide percent of about 20%.
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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