

# Colorado Wildlife Council Outreach Team

Summer 2020 Final Report

Garrett Boudinot and Andrew Ludwig

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## 1. Introduction

### 1.1. Establishment of the Colorado Wildlife Council Outreach Team

The Colorado Wildlife Council (CWC) Outreach Team (OT) was established after proposal by Colorado Parks and Wildlife (CPW) Liaison Jen Anderson, with the goal of expanding the quality of interactions with the general public and target audience (TA) at in-person events. The Council identified areas for improvement in the existing public media campaign strategy with respect to persuading the general public and specific audiences. Because the public was not actively seeking out CWC information, the Council identified a need to actively seek out the public. By providing a friendly face to the CWC message, the OT was designed to uniquely establish trust in, and support of, the CWC within the general public and TA.

### 1.2. Identification of Target Audience

CWC consultants R&R Partners (R&R) conducted focus group research to identify groups most open to persuasion by CWC messaging (summarized in [Key Findings on Exploratory Research in the 19-20 Wildlife Council Operations Plan](#), the [Communications Toolkit August 2019](#), [Budget Retreat Deck 2018](#)). The TA was identified as Colorado transplants ages 18-34 who do not actively hunt or fish, but who also do not actively oppose those activities. Their indifference to hunting and fishing was proposed to make them more likely to be in favor of those activities if provided messaging that highlights the benefits that hunting and fishing provide to conservation generally. Because of the opportunity to persuade this demographic, they were dubbed the “movable middle,” or “In the Wind” crowd (ITW). Outreach events and strategies were determined based on their ability to reach this TA.

Importantly, former Council member Tim Emory highlighted the need to also build awareness of the CWC with Coloradans who should support the messaging, but who are simply unaware of the Council - specifically, active hunters and anglers (CWC constituents). R&R research highlighted the importance of awareness of the CWC for building trust and credibility ([Quant W5 Report](#)). The initial outreach strategies were geared towards reaching both ITW and constituent audiences, as well as the general public.

### 1.3. Existing CWC campaigns

The pilot outreach season closely followed the release of a new CWC marketing campaign. The older “Hug a Hunter/Angler” campaign was replaced by the “This is the Wild Life” campaign (TWL), which highlights the connection between wildlife conservation efforts and outdoor recreation activities. R&R focus group and interview research identified this connection as resonant with ITW groups who may not regularly interact with Colorado’s wildlife, but do consider their outdoor recreation activities like

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hiking, biking, and rock climbing as part of a “wild life.” The TWL logo features the Colorado flag (Fig. 2.1), and was prominently displayed on most of the free merchandise giveaways and outreach infrastructure (see sections 2.3, 2.4). Billboards, television advertisements, and [internet advertisements](#) were deployed before and during the outreach season to disseminate the TWL message.



Figure 2.1: This is the Wild Life (TWL) logo

### 1.4. Outreach Team Goals and objectives

The primary goals of the OT were to (a) reach the public and TA in new ways, (b) build trust between the CWC and the general public/TA, (c) build public awareness of the CWC and their messaging, and ultimately (d) increase support of hunting and fishing as means to support to wildlife conservation. This goal was reached by several objectives through remote and in-person outreach. For in-person outreach at events, these objectives were: (a) attending and performing outreach with an eye-catching booth set up (see section 2.4.2) at existing events that attracted a significant TA participation (see section 2.2), (b) distributing merchandise giveaways (AKA “Stuff We All Get,” or SWAG; see section 2.3) like stickers, koozies, and t-shirts to attract TA members to the CWC booth (c) utilizing imagery that the TA can relate to, including images of hiking, iconic Colorado wildlife, and the Colorado flag on booth and SWAG materials, (d) imposing persuasive arguments in favor of hunting and fishing with respect to conservation upon the imagery on booth and SWAG materials, (e) imposing the CWC website and logo on SWAG and booth materials to provide resources for the TA to learn more about CWC, (f) providing personalized CWC messaging and persuasive arguments from trustworthy and friendly outreach team members, and (g) soliciting participation in an online survey that reinforced CWC messaging, monitored

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demographics at events, assessed TA message retention, assessed persuasive capacities of OT interactions, provided further information on the CWC, hunting and fishing, and conservation. Each of these was geared towards encouraging memorable, meaningful conversations with the OT to build familiarity with CWC imagery and messaging, and ultimately persuade otherwise “in the wind” citizens to support hunting and fishing in Colorado.

In addition to these in-person outreach objectives, the OT also performed remote outreach with new and existing organizations and partners. The OT participated in a Facebook Live video stream with Colorado fishing outfitter Tightline Outdoors, several radio interviews with Colorado outdoors radio host Terry Wickstrom, and a YouTube video interview with Colorado hunting outreach and apparel company Hunt to Eat. In each of these, the OT represented the CWC as a participant in a larger ongoing conversation with organizational partners about the benefits and needs for conservation programs, conservation funding, and hunting and fishing in Colorado.

### 1.5. Funding

The CWC appropriated approximately \$90,000 for the 2020 pilot OT season (Table 1). A recent increase in CWC funding derived from an increase in license surcharge from \$0.75 to \$1.50 (Wildlife Management Public Education Fund), which was used to help fund the outreach program. The overall appropriation was to be spent on all outreach infrastructure (section 2.4), registration at outreach events (Table 2), travel to and from outreach events, salary for the OT, and SWAG (section 2.3; Table 3). Some outreach infrastructure like statues (section 2.5.2) were already purchased by CWC, and much of the infrastructure (such as tables, tablecloths, and tent) will remain usable for future outreach seasons (see section 5.3).

Fixed Costs	Variable Costs	Giveaway Costs	Total
\$14,049.06	\$65,168.19	\$11,841.58	\$91,058.83

Table 1: The 2020 outreach season expenditures as fixed, variable and giveaway costs. Fixed costs include one-time purchases such as booth tent, banners, and R&R creative development ([Appendix A](#)). Variable costs include OT salary and uniform purchases ([Appendix B](#)). Giveaway costs include all SWAG purchases ([Appendix C](#)).

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### 2. Initial plans and modifications for COVID-19 Restrictions

#### 2.1. Personnel

The primary personnel for the CWC OT included supervisor (and CWC CPW Liaison) Jen Anderson, team lead Andrew Ludwig, and team member Garrett Boudinot. Andrew Ludwig started with the OT in March 2020, after completing his B.S. in Agricultural Education at Colorado State University. With dual minors in Natural Resource Economics and Global Environmental Sustainability, Andrew was experienced with general conservation themes, agricultural environmental issues, and education. Having moved from California to Colorado for college, and having no hunting experience, Andrew was well situated to identify with and cater to the ITW audience. As a newcomer to Colorado, Andrew had a new and profound appreciation for the wildlife and recreational opportunities in the state, and chose to work with the CWC to educate others on the crucial role that hunting and fishing play in conservation, wildlife, and outdoor recreation.

Team member Garrett Boudinot started with the OT in June 2020, after completing his PhD in geological sciences at the University of Colorado Boulder. Garrett studied ecology, climate change, and environmental issues, and joined the CWC OT to gain experience in outreach and communications related to conservation and environmental policy. Though Garrett had experience fishing since his childhood in the coastal southeastern US, he became passionate about hunting as a means to contribute to conservation. Since moving to Colorado from South Carolina in 2015, he became an avid fly fisher and hunter of both small and big game in Colorado. Both Andrew and Garrett were personally passionate about conservation and environmental policy, as well as outdoor recreation generally, and their relationship to the ITW crowd was considered an asset toward building trust and rapport among the TA.

#### 2.2. Events Schedule

In March 2020, OT lead Andrew Ludwig planned the outreach season schedule with events that uniquely attracted a high volume of TA participants for in-person outreach (following the recommended practices outlined in the [Communications Toolkit August 2019](#)). These were scheduled between June and November 2020 across Colorado. Costs for event registration and travel were considered in organizing the outreach schedule. The initial schedule (Fig. 2.2) consisted of outdoor recreation, family fun, concerts, and food and beverage events (Table 2). Cancellations due to Covid-19 (section 2.5) prevented the OT from receiving final estimates of registration costs (see section 5.2). All contact information and expected demographics for these events are outlined in [Appendix D](#).

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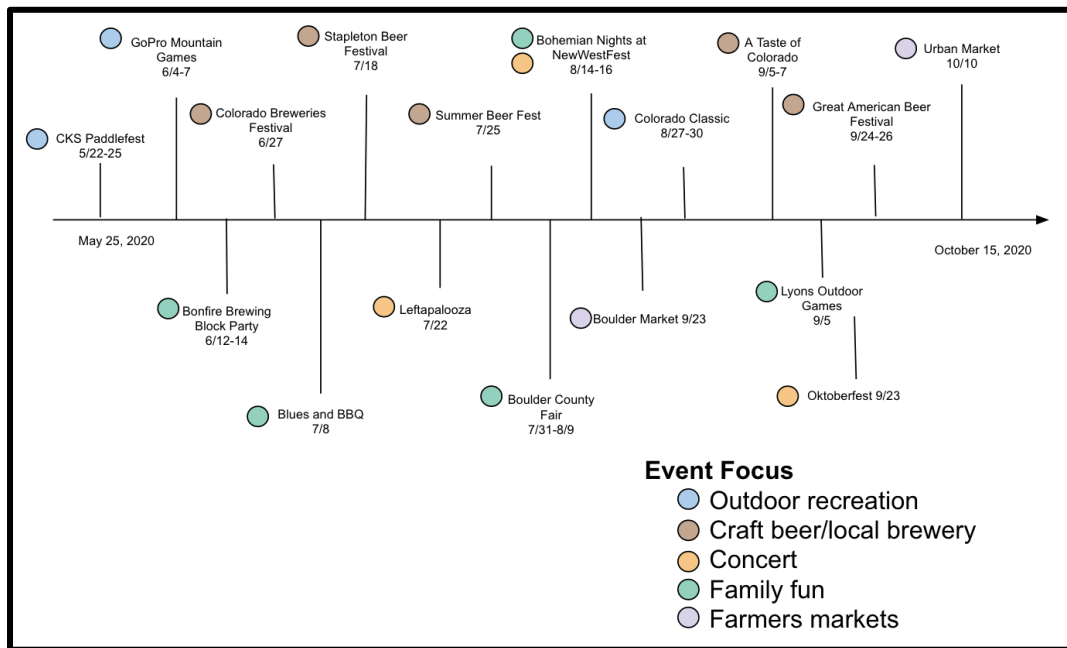


Figure 2.2: Planned schedule the 2020 outreach season prior to COVID-19.

Event	Number of expected attendees
GoPro Mountain Games	83,327
CKS Paddlefest	5,000
Colorado Brewer's Festival	1,000-2,000
Bonfire Brewing Block Party	12,000
Fruita Fat Tire Festival	1,500-2,500 attendees
Blues and BBQ	<500 attendees
Leftapalooza and Oktoberfest	Leftapalooza: 2,500; Oktoberfest: 10,000
Carbondale Block Party	1,000 attendees
Summer Brew Fest	3,000 attendees
Bohemian Nights at NewWestFest	No Data
Boulder County Fair	150,000 attendees
Colorado Classic	30,000 attendees
Lyons Outdoor Games	No Data
Great American Beer Festival	62000 attendees
Urban Market and Boulder Market	<1000 attendees

Table 2: Planned outreach events as of mid-late April 2020, before COVID-19 restrictions and cancellations began to take effect. A complete table with events, locations, expected demographics, and relevant contact information for the initial 2020 outreach season is listed [Appendix D](#).

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### 2.3. Outreach Infrastructure

Andrew Ludwig and Jen Anderson collaborated with R&R to develop and order the infrastructure to support high-volume outreach at events, which required transportation, merchandise giveaways, and a booth set-up. These were designed to be eye-catching, appealing to the TA, and conform with the objectives outlined in section 1.4. In addition, Andrew Ludwig designed OT uniforms to be worn at all outreach events. The uniforms consisted of a grey hat, blue collared shirts, a blue jacket, and a blue vest, all displaying the CWC logo (shirts, jacket, and vest all ordered through Land's End).

#### *2.3.1. Merchandise Giveaways (SWAG)*

An array of merchandise was given away at in-person outreach events as incentive for interacting with the OT. Items were chosen based on their appeal to TA members and relevance to outreach venues. Stickers (popular for cars, water bottles, and computers) displayed the TWL logo (Fig. 2.1), which features the Colorado flag as well as the CWC website. Chapstick displayed the CWC logo and website, and contained sunblock (Fig. 2.3). Hand sanitizer displayed the CWC logo and website (Fig. 2.4). Koozies displayed CWC logo, TWL logo, and website (Fig. 2.5). Bandanas displayed the CWC logo on one end with the TWL logo on the other end (Fig. 2.6). T-shirts showed the TWL logo with either mountains, an elk in trees, or just the logo; each had the CWC logo on the front (Fig. 2.7). T-shirts were ordered as mens and womens cut, with sizes from small to XL, and each design was printed on a different Earth-tone color (blue, grey, brown, and green).



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Figure 2.3: CWC chapstick.



Figure 2.4: CWC hand sanitizer.



Figure 2.5: CWC koozies.



Figure 2.6: CWC bandana

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Figure 2.7: CWC t-shirt designs

Item	Quantity Ordered	Cost Per Item	Total Cost
Survey Card Print Outs			
Stickers	1,500	\$0.43	\$564.92
Chapstick	1,300	\$0.89	\$1,215.29
Hand Sanitizer*	1,000	\$1.05	\$1,216.68
Koozies	1,000	\$1.19	\$1,241.70
Bandanas*	300	\$7.00	\$2,250.00
T-shirts	384	\$12.00	\$5,053.00
Yeti Cooler	1	\$299.99	\$299.99
All together			\$11,841.58

Table 3: List of SWAG items, amount ordered, and itemized and total costs. Asterisk indicates SWAG ordered in response to COVID. Vendor information is listed in [Appendix C](#).

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### 2.3.2 Transportation

Jen Anderson and Council member Dan Gates acquired a 10' x 20' trailer to haul all outreach materials to and from events (Fig. 2.8). The trailer was wrapped with CWC imagery, including a bull moose, a cutthroat trout, and a bull elk, all accompanied by relevant messaging on the support that those species receive through hunting and fishing license-funded conservation work (such as "Fishing license fees help restore fish populations in Colorado"). The trailer also showcased the CWC logo alongside the CPW logo, highlighting the partnership between the two organizations. The trailer was pulled by a CPW Ford F250 through arrangement with CPW Fleet Coordinator, Shawn Hermosillo, who provided the truck for the 2020 outreach season.



Figure 2.8: CWC trailer and CPW truck.



Figure 2.9: Booth set up at Staunton State Park.

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### 2.3.3. Booth

The events booth consisted of a 10' x 10' tent, two folding tables, two folding chairs, two table cloths, two vertical information banners, a prize wheel, and two large statues (see descriptions in [Appendix A](#)). The tent cover and one table cloth displayed the CWC logo on a plain blue background, with the table cloth also providing the CWC web address (Figs. 2.9, 2.10, 2.11). The other table cloth (Fig. 2.12) displayed different images on each side, with a woman fly fishing and hiking, respectively, and were accompanied by the TWL logo, CWC logo, web address, and the message “Supported by license fees from hunting and fishing.” The informational banners were placed on either side of the tent, with one displaying a bugling bull elk and the other a bighorn sheep ram (Fig. 2.13). Both banners showed the TWL logo at the top, the CWC logo and web address at the bottom, and CWC messaging over the image (such as “Where hunting and fishing add \$3 billion to Colorado’s economy”). A prize wheel was borrowed from CPW Education Section, with 12 wheel slices showcasing iconic Colorado wildlife species as well as general benefits of hunting and fishing to Colorado (such as those outlined in [The Language of Conservation](#), see [Appendix E](#)). Finally, the two statues showed geometric representations of a bull elk and fish, respectively, each wrapped with images from a dollar bill to signify the connection between Colorado’s wildlife and the funds gained from hunting and fishing licenses (Fig. 2.14).

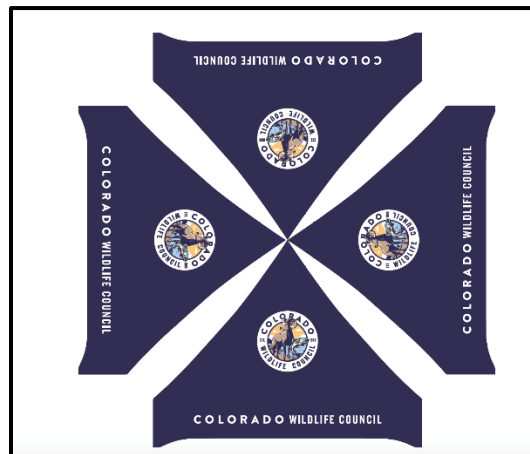


Figure 2.10: CWC tent canvas.



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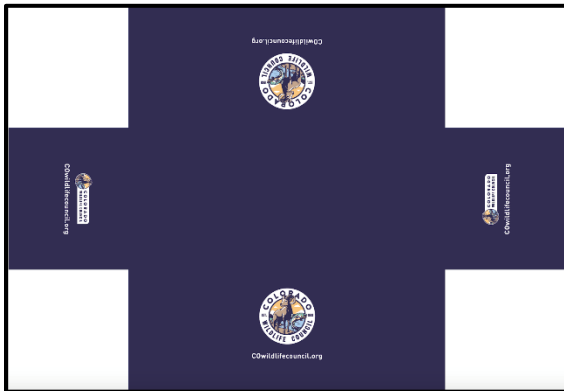


Figure 2.11: CWC table cloth.



Figure 2.12: CWC table cloth with CWL imagery.

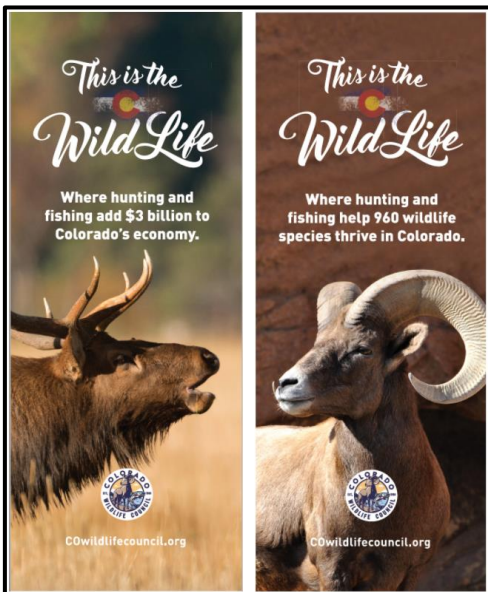


Figure 2.13: CWC vertical banner designs.



Figure 2.14: CWC elk statue.

### 2.3.4. Survey

An online survey was designed by OT member Garrett Boudinot in collaboration with CPW Human Dimensions specialist Mike Quartuch to monitor and assess the efficacy of the pilot outreach strategies (per OT goals and objectives in the [19-20 Operational Plan Addendum](#)). The survey was developed and conducted using Qualtrics, which provided a phone, tablet, and computer interface. The survey assessed several metrics: (a) demographics of the audience reached at outreach events, (b) retention of CWC messaging by the outreach audience, and (c) the degree of persuasion achieved through outreach strategies. Only pertinent demographics questions were asked, specifically with respect to age, voting status, and existing attitudes towards hunting and fishing. Voting status was relevant because of the long-term goal of the CWC to ensure that future ballot measures to restrict hunting and fishing opportunities, which would

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ultimately decrease conservation funding, do not gain support. Voting status was also used to gauge if visitors were Colorado residents or not, an important factor when considering where to allocate CWC resources for future outreach. Message retention (and reinforcement) was achieved through modified versions of questions on the CWC website [“Test Your Knowledge”](#) quiz.

Take the Wildlife Council survey to enter for a prize draw!		
<b>Step 1: Talk with us</b>   You received this card from Garrett and Andrew. They are here to talk with you about the benefits of hunting, fishing, and wildlife in Colorado.	<b>Step 2: Take the quiz</b>   Scan the QR code, or go to <a href="https://bit.ly/CoWCsurvey">bit.ly/CoWCsurvey</a> . Take ~5 minutes to complete our online survey and show how much you know about wildlife, hunting, and fishing.	<b>Step 3: Win a prize!</b>  Wildlife Council t-shirt  YETI cooler  After you've completed the survey, you'll be entered to win one of these great prizes! We will email you if you won.
Questions? Email us at <a href="mailto:wildlife.council@state.co.us">wildlife.council@state.co.us</a>		

Figure 2.15: CWC survey handout card.

Persuasion was determined by comparing the audience’s attitudes and behaviors towards conservation-focused activities, including hunting, fishing, volunteering, and donating, before and after their interactions with the OT. All information for the survey, including a web address and QR code, were printed on postcard-sized paper (Fig. 2.15), so that surveys could be completed at any time or place. Some outreach events had sufficient internet access to allow survey completion at the event on smartphones, but the audience could take the card to complete the survey elsewhere as well. Survey participation was incentivized using randomized prize giveaways (such as a Yeti Cooler) at the end of the season, as well as t-shirt giveaways for surveys completed in-person at events with internet access (see section 5.3.6). Survey results were monitored throughout the season, with regular updates presented to the Council at monthly Council meetings. Final survey results and implications are described in section 4.

### 2.4. COVID-19 Modifications

#### 2.4.1. Venues

In response to the COVID-19 pandemic, most events, sports games, and concerts were cancelled. Given the widespread restrictions on in-person interactions (i.e., physical- or social-distancing), the OT was forced to significantly modify the outreach schedule. Provided [public health statements](#) that outdoor venues contributed less COVID-19 transmission rates, the OT chose Colorado’s State Parks as an ideal physical

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distancing-compatible outreach venue (Table 4). State Parks were also useful given their existing relationships with the CWC through Colorado Parks and Wildlife, allowing rapid scheduling in the early phase of physical distancing, when the outreach season was set to begin. In addition, some outdoor farmers markets remained open and remained on the schedule. Finally, remote outreach opportunities such as radio shows and online videos provided efficient outreach platforms that conformed to required physical distancing. Those included Facebook Live video streaming with Tightline Outdoors, radio interviews on the Terry Wickstrom Show, and a YouTube video with Hunt to Eat.

<b>Event Type</b>	<b>Location</b>	<b>Audience</b>	<b>Dates</b>
State Park	Staunton	Hikers, mountain bikers, rock climbers, ITW, retirees, anglers, campers	June 27, 28; October 12, 18
	Barr Lake	Boaters, anglers, volunteers	July 11, 12
	Chatfield	Boaters, beach-goers, cyclists	July 18, 19
	Golden Gate	Hikers, families, ITW, retirees	August 1, 2
	Castlewood Canyon	Hikers, hunters, anglers, veterans, out-of-state travelers, Colorado Springs and Denver crowds	August 15, 16; September 19, 20; October 3, 4
	Cherry Creek	Boaters, beach-goers, cyclists	August 22, 23
	Rifle Falls	Sight seers, campers, families, anglers, rock climbers, central- and west-slope visitors	August 29, 30
	Eldorado	Hikers, rock climbers, college students	September 3, 4
	Eleven Mile	Anglers, campers, hikers	September 11, 12, 13
Farmers Market	16th Street Mall, Denver	Passersby, families, out-of-state travelers, shoppers	August 6
	Boulder	Passersby, college students, cyclists, runners, crafts enthusiasts	August 9

Table 4: Location, dates, and audience for events through the 2020 outreach season.

### *2.4.2. Infrastructure*

Outreach infrastructure (statues, tent, trailer) were not modified in response to COVID, and were useful at all large-scale in-person events (State Parks and Farmers Markets). While many of the SWAG were not modified (i.e., t-shirt and stickers), some additional SWAG was added to conform to social trends during COVID, including hand

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sanitizer and bandanas (Table 3). Hand sanitizer displayed the CWC logo and web address (Fig. 2.4), and the bandanas displayed the CWC logo on one end with the TWL logo on the other end (Fig 2.6).

### 2.4.3. Practices

Several practical measures were taken to further encourage safe outreach with respect to COVID-19. Large hand sanitizer dispensers were placed on tables for the public to use after taking SWAG, and rope was used to section off the booth within a six foot radius (Fig. 2.9), preventing the public from coming too close to the OT during conversation. The OT wore neck gaiters that were either solid earth tone (Fig. 2.10), or the official “Partners in the Outdoors” gaiters provided by CPW Partnerships Coordinator Dan Zimmerer.

## 3. CWC Outreach in Action

### 3.1 Workflow

The OT typically met at the CPW 6060 Broadway office between 5:30 and 6:00 am to retrieve the truck and attach the trailer. Most locations (Table 4) were within a 2 hour drive from Denver, and the OT arrived at events between 6:30 and 8:00 am. Booth setup typically required 30 minutes.

Some locations (such as Staunton State Park) allowed the OT to display all outreach infrastructure (Fig. 3.1), with the trailer, statues, and booth all in the same location. Other events (such as Rifle Falls State Park) only had enough space for a much smaller set up (Fig. 3.2), with only one table, two banners, and no t-shirt giveaways. Throughout the season, the OT learned how to modify the set up to cater to specific events based on space allocations, visitation density, and weather (see section 5.2).



Figure 3.1: The CWC outreach booth set up at Staunton State Park.



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Figure 3.2: The CWC outreach booth at Eldorado State Park.



Figure 3.3: The CWC outreach booth at the Denver Urban Market.

Generally, the tablecloth with the TWL imagery and CWC messaging was placed at the front of the booth, and the other CWC logo tablecloth was placed on one side of the booth (Fig 3.3). Small SWAG like chapstick (Fig. 2.3) and stickers (Fig 2.1), as well as the survey card (Fig. 2.15), were displayed on the front table for visitors to take themselves. Under windy conditions, a rock was used as a paper weight (Fig. 2.9), or items were kept in blue bins (Fig. 3.2).

The prize wheel and t-shirts were displayed on the side table (Fig. 3.3). The prize wheel was used when surveys could be completed at the event. If visitors completed the survey on their phones, the OT spun the wheel (due to COVID-19 safety concerns), and the wheel ([Appendix E](#)) determined if they received a t-shirt (Fig 2.7) or koozie (Fig. 2.5). In practice, the prize wheel was an excellent attractor for young children; for other audiences, seeing or being told that “free stuff” was being given away was enough of an

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attractor. When used, the images and ideas conveyed on the wheel provided an opportunity to further develop the CWC messaging towards specific wildlife species and specific benefits of hunting and fishing.

Survey participation was incentivized differently depending on the outreach event. When internet access was available, the OT incentivized in-person survey completion with either a prize wheel spin (for a chance to win a t-shirt or koozie), or a direct receipt of t-shirt or bandana. These prizes were in addition to the larger survey incentive prizes for the drawing like a Yeti Cooler. When internet access was unavailable, only the larger prize giveaway at the end of the season was used as incentive (listed on the survey card), and t-shirts were not given out.

At State Parks, most visitors did not plan to spend time engaging with an outreach booth, making them less willing to engage with the OT than at more traditional social events (such as those in Table 2). To solicit survey participation, the OT would end lead interactions toward:

“We are asking folks to take part in our online survey. It takes less than 5 minutes. You can do it anywhere at any time to win a Yeti Cooler, or t-shirts, but if you complete it here today, you can spin the wheel for a chance to win a t-shirt [or, we will give you a t-shirt].”

This approach allowed the OT to successfully solicit in-person surveys when internet access was available.

After outreach interactions were complete (see below section 3.2, 3.3), the OT recorded interaction information using Google Sheets on an iPad ([Appendix F](#)). While the OT attempted other interaction tracking methods early in the season, the google sheet proved to be the most effective and flexible tracking method.

### 3.2 Message dissemination

#### 3.2.1. *Intentional Messaging*

Once a visitor approached the booth, OT members would generally inquire “Have you heard of the Wildlife Council?” While a select few responded that they had seen the advertisements online or on television, most responded that they had not heard of CWC. In either case, OT members generally responded with:

“Well we are an outreach group trying to build support for all of the great conservation work going on in Colorado, and remind folks that most of that work is funded with hunting and fishing licenses.”

The organization and focus of that theme was developed over the first few weeks of outreach (see section 3.3) as well as existing research on successful conservation,

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hunting, and fishing persuasive messaging (see, for example, [The Language of Conservation](#) and the [Communications Toolkit August 2019](#)). This theme constituted our “intended messaging.”

The message was catered to the audience - for folks who were clearly hunters or anglers, the focus was on “where those license fees go, which is to support great conservation work.” For hikers, the OT highlighted the habitat restoration programs, trail maintenance work, and wildlife management programs as primarily funded with hunting and fishing license fees. For children, the focus was on individual wildlife species, and the different type of work required to keep those species populations healthy - all thanks to hunting and fishing.

In conversations, the OT would highlight personal connections to hunting and fishing (particularly Garrett Boudinot) and economic benefits of hunting and fishing to Colorado. The \$3 billion figure - “comparable to the ski industry” - was a particularly powerful message, and the banner displaying that message was often referenced by visitors. In addition, the outreach team frequently advocated for hunting directly, especially when visitors showed skepticism or disagreement with the CWC message. The OT would highlight how hunting contributes to population control when species overpopulate, how hunting provides sustainable meat, and how hunters are more likely to donate to conservation because of their personal connections to wildlife and objective to maintain healthy populations for future generations of hunters. These arguments were widely successful at persuading hunting-skeptic visitors to support hunting generally.

Some visitors assumed that the OT was selling hunting or fishing licenses, or that the OT was actively soliciting the purchasing of those licenses. Given that CWC messaging is essentially a sales pitch for hunting and fishing licenses, this confusion was understandable. In all cases, the OT highlighted that CWC does not specifically ask anyone to purchase licenses, but instead seeks to inform members of the public about their benefits. However, many visitors still inquired where they could purchase licenses, and the OT referred them to the CPW website.

At some State Parks, more visitors walked or drove past the booth than those who stopped for an interaction. However, most of these drive-by visitors were able to gauge CWC messaging by reading the banners, table cloth, and trailer, all of which were visible from afar. This is a crucial asset, as a primary goal of the outreach season was simply to raise awareness of the CWC and its messaging. However, methods used to monitor outreach efficacy did not take into account these drive-by visitors, and thus systematically underestimate the impact of the outreach strategy.

### *3.2.2. Circumstantial Messaging*

In addition to sharing this intended messaging, the OT also engaged in “circumstantial messaging” - outreach and education that was tangentially related to primary CWC messaging. Most visitors were drawn to the booth for information on this

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circumstantial messaging, and the OT was tasked with quick thinking and salesmanship to navigate those tangential questions back to CWC messaging. Main circumstantial messaging the OT engaged in was: (a) the change in State Wildlife Area (SWA) policy that required a valid hunting or fishing license for SWA access as of July 1, 2020, (b) “responsible recreation” in response to increased outdoor recreation during COVID-19, (c) resources for how to get involved in hunting or fishing, and (d) the wolf reintroduction ballot measure. These questions changed depending on location and time of year - the SWA issue was incredibly popular throughout June, July, and August, and became virtually absent from the discussion thereafter, as the wolf issue gained popularity. While these issues may have been brought up by visitors because of confusion that the OT actually represented CPW, the OT was able to use their backgrounds and experience to answer those questions and leverage them toward CWC messaging.

The SWA issue was often posed with a question that misrepresented the policy. Generally, visitors had only heard about the ruling through Facebook or a friend, and interpreted the policy as requiring valid licenses for access to any public lands, or any state parks. The OT was able to use this confusion to highlight the diversity of lands managed by CPW and their different uses - SWAs being primarily for wildlife habitat (something that all visitors supported). The OT would then highlight how COVID-19 compounded the already-increasing human impact on all public lands around Colorado, and how such impact ultimately leads to less wildlife habitat, and greater need for funding to conserve that habitat. By highlighting that the majority of that funding derives from hunting and fishing, the OT was able to persuade visitors to support the SWA ruling without actively advocating for CPW or the ruling itself, and instead by laying out CWC messaging in a way that related to the policy. The OT received this question (often with hostility) from hunters, hikers, and other outdoor recreationalists, and in each case was able to turn the circumstance into a positive interaction that built support for the CWC and hunting and fishing.

Similarly, the wolf reintroduction ballot measure was a common question from visitors. Again, the OT was able to leverage those visitor’s interest in wolves to convey important CWC messaging. The OT used these opportunities to describe who the CWC was - not an organization that takes stances on individual issues, but an organization focused on informing the public about how conservation work is funded.

### **3.3. Feedback from the Public**

While not a primary goal of the OT (section 1.4), the OT also was able to receive feedback from the public and TA. Given that much of the existing feedback derives from R&R-conducted focus groups and interviews, this aspect of the outreach season offered a unique opportunity to advance and inform future CWC and OT strategies. Several main themes emerged from interactions during outreach: (a) the ITW audience’s

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apprehension with “hunting groups,” and CWC’s appearance as such a group, (b) the public’s apprehension with the elk and fish statues wrapped with dollar bill images, (c) confusion about CWC’s relationship with CPW, and (d) a general need for more outreach/self-advocacy by CPW at large. Each of these are described below.

Some visitors would walk past the booth saying “You don’t want to talk to me, I’m not a hunter.” This led to several important revelations. First, it demonstrated that at face value, the CWC imagery and message comes across as representing a hunting organization. This is in spite of some images showing hikers and fishers, and the new TWL campaign specifically designed to broaden the CWC message to include all outdoor recreation. The OT thus recognized that the banners and trailer (Fig. 2.13 and 2.8) which display the largest and most clearly recognizable images, do indeed align with traditional imagery of hunting organizations - a bugling bull elk with large rack, a bull moose, and a bighorn sheep ram with full horn, each representing a “trophy.” Given existing information on public attitudes towards trophy hunting (see, for example, [Key Findings on Exploratory Research in the 19-20 Wildlife Council Operations Plan, p. 8](#)), this recognition led to the design of new banners that more accurately represent the TWL campaign (see section 5.3.3), showing hikers and anglers rather than big game species. However, this feedback about hunting groups also indicated a need for restructuring the message text as well. Thus, while the OT focused their conversations on “support for hunting and fishing” early in the outreach season, the OT later restructured their pitch to “building support for conservation, which is funded through hunting and fishing.” The difference in this messaging was astounding - while some visitors turned away early in the season with the focus on hunting and fishing, the restructured message focused on conservation built enthusiastic support across all groups. This conforms with previous research indicating widespread, bipartisan support for “conservation” (see [The Language of Conservation](#)) that the CWC should continue to leverage in future campaigns.

Early in the outreach season, the OT displayed the dollar-wrapped elk and fish statues at each booth set up (Fig. 3.1). An immediate, consistent feedback the OT received was that these statues were contentious, and appeared to advocate for wildlife only insofar as they have monetary value. Even CPW employees who indicated that they hunt and fish expressed their discomfort with the images. Older CWC television advertisements showed the statues to convey that fees from hunting and fishing support wildlife conservation, and signs were placed by the statues highlighting that relationship (fig. 2.14). In spite of these, the first-order impact of the statues was clearly instead to indicate that the elk and fish can be monetarily valued - an idea that most visitors did not agree with. Recommendations to modify the placement or substance of those statues to better convey CWC messaging are described in section 5.3.5.

The relationship between CPW and CWC was a point of confusion for many visitors, with most assuming that CWC was a part of CPW. Several factors likely



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contributed to this misinterpretation. First, the OT presence at State Parks likely contributed to the CWC appearing part of CPW. Second, while the CWC logo is substantively different from that of CPW, the presence of the bighorn sheep was what stuck out to most visitors, leaving the appearance that the logos were more similar than they are. And finally, that CWC funding derives from a surcharge on licenses sold by CPW led to the conclusion that in function, these organizations are the same. The OT was able to convey the appropriate relationship in conversation, highlighting that CWC “works in partnership with” CPW - but conveying that relationship led to visible skepticism from some visitors of who, exactly, the CWC is. Given the goal of building trust within the public, this skepticism about “who’s really behind this” must be clarified and conveyed more clearly in future outreach seasons. When questioned, the most effective communication strategy the OT developed was to specify the relationship:

“We work *in partnership* with CPW, so we’re based in the same building in Denver, we share many of the same resources, but our role is specifically educational - to inform the public about how CPWs work is funded, and help ensure it remains funded in the future.”

Finally, the persistence of questions about general CPW information and policies (see 3.2.2) highlighted the need for similar targeted outreach from CPW itself. The OT interacted with many young families, retirees, and recent Colorado transplants who wanted resources on how to fish, hunt, volunteer, or recreate outdoors, but were unaware of where to look. In addition, the SWA questions that the OT received demonstrated a clear misunderstanding of CPW initiatives, and a gap that should be filled in CPW outreach. While specific solutions to this are beyond the current objectives of the OT, this finding was consistent throughout each outreach event, and highlights the importance of such outreach strategies for CPW at large.

#### 4. Assessment of Outreach Efficacy - Survey Results

The CWC OT survey began on June 10th and concluded on October 29th, over a week after the final in-person outreach event. The survey can be accessed [here](#) and viewed in [Appendix G](#). Analysis and visualization of survey responses was performed in R (R team, 2017) and can be viewed by [downloading this file](#). Though the survey received 435 total responses, only 314 of those were fully completed by answering the open-ended question. Only those 314 completed survey responses were used in the following synthesis. The average time to complete the survey was 3.9 minutes.

##### 4.1. Demographics

Demographics information from the survey are compiled in Table 5. 37.6% of respondents were between ages 18-34, which aligns with the ITW age group. Almost

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70% of the respondents were registered Colorado voters. About 19% of participants responded that they had participated in small game hunting, 13% responded that they had participated in big game hunting, and almost 50% responded that they had fished. The small game response may be biased by individual conceptions of “small game” - outreach interactions rarely distinguished between big and small game hunting, and some survey participants inquired if small game was the same as fishing while completing the survey. Those who had participated in these activities were not asked how their perceptions of hunting and fishing were influenced by the OT (i.e., persuasive capacity), as they were already CWC constituents.

Total completed surveys	18-34 (%)	Registered CO voter (%)	Small game hunter (%)	Big game hunter (%)	Angler (%)
314	37.6	69.4	18.5	13.4	48.4

Table 5: Relevant demographics or survey respondents. Each column with (%) indicates the percentage of respondents who identified with that category.

### 4.2. Message Retention

Message retention was assessed using two multiple choice questions and one open-ended question. The first multiple choice question asked “Which of the following are positive impacts of hunting and fishing in Colorado?,” with a list that included economic and environmental benefits. 91.4% of respondents chose the correct answer, all of the above. The second multiple choice question asked “Which of the following is the main source of funding for wildlife conservation efforts in Colorado?” with answers ranging from tax dollars to hunting and fishing license fees. 93.3% of respondents chose the correct answer for this question. Finally, the open-ended question asked “What was one thing you learned from the Wildlife Council outreach team?” Answers are compiled in [Appendix H](#), and generally reflect that visitors learned about the relationship of hunting and fishing to conservation.

### 4.3. Persuasive Capacity

#### 4.3.1. General Support

The persuasive capacity of CWC outreach strategies was determined by asking about attitudes and behaviors towards hunting, fishing, and other conservation-related activities before and after interacting with the OT. Interactions with the OT increased support for every activity listed (Figs. 4.1, 4.2), including small game hunting (12.7% increase in support), big game hunting (4.5% increase in support), fishing (8.1%

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increase in support), purchasing a habitat stamp (14.7% increase in support), donating or volunteering to a conservation-focused non-governmental agency (NGO; 8.8% increase in support), donating or volunteering with CPW or CWC (11.7% increase in support), supporting hunting and fishing at the ballot box (13.3% increase in support), and talking with friends about the benefits of hunting and fishing to conservation (13.7% increase in support).

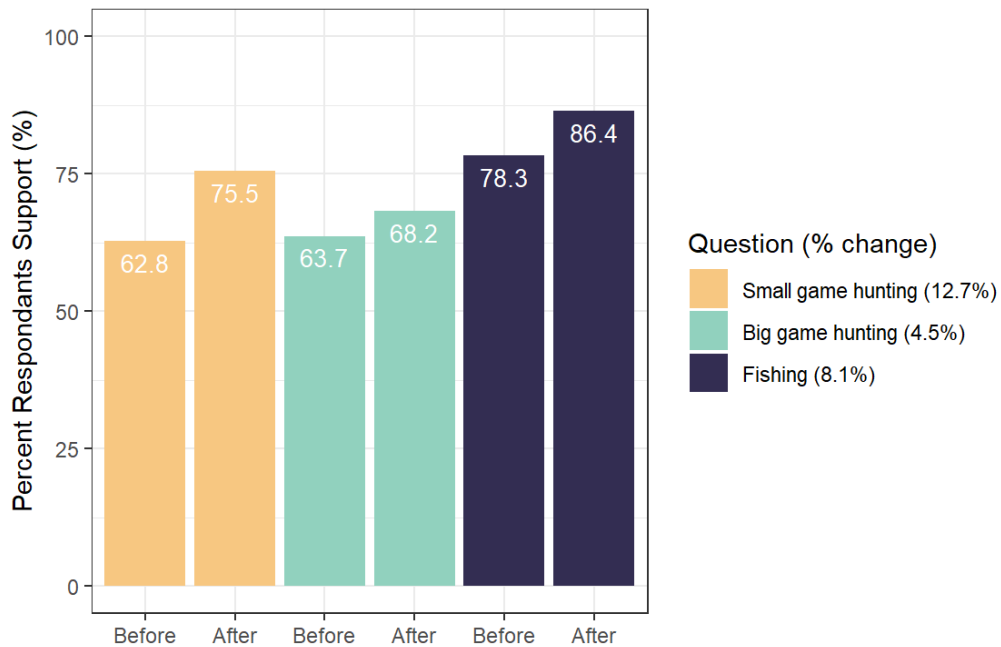


Fig. 4.1: Bar chart showing change in support for hunting and fishing after interactions with the OT compared to before.



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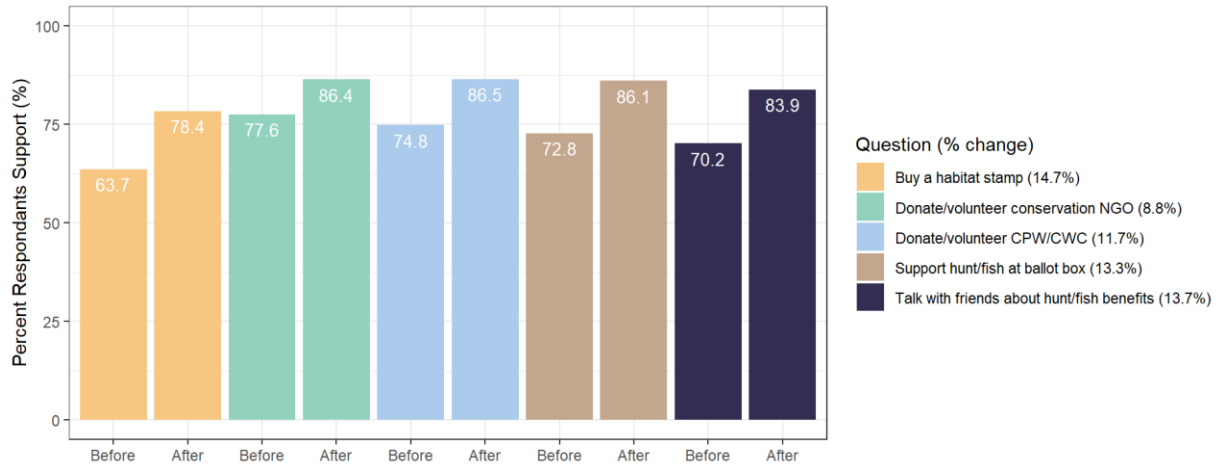


Figure 4.2: Bar chart showing change in support for other conservation-supporting activities after interactions with the OT compared to before.

### 4.3.2. Opposition, Neutrality, Support, and New Participation

Persuasion is not just a measure of increased support. Another successful persuasive outreach outcome is decreased opposition to these activities, as well as increased participation (as those who participate may be more likely to advocate for those activities rather than if they simply support). Figures 4.3-4.10 show the entire spread of results from each survey question assessing changes in attitudes towards conservation activities.

Fishing showed some of the highest initial support, with 78.4% of respondents who did not hunt or fish indicating support, and only 2.5% indicating opposition, prior to talking with the OT (Fig. 4.3). After talking with the OT, 11% of respondents who had not hunted or fished prior indicated that they will participate in fishing, and the percentage of respondents in opposition decreased to 1.9% (Fig. 4.3). Those neutral to fishing prior to talking to the OT (19.1%) decreased to 11.7% after talking with the OT as well (Fig. 4.3). These results together indicate that the CWC OT was not only successful at decreasing opposition to fishing, but also persuading some who were neutral on the matter to actively support fishing, and persuading some who did not fish to participate in fishing in the future.

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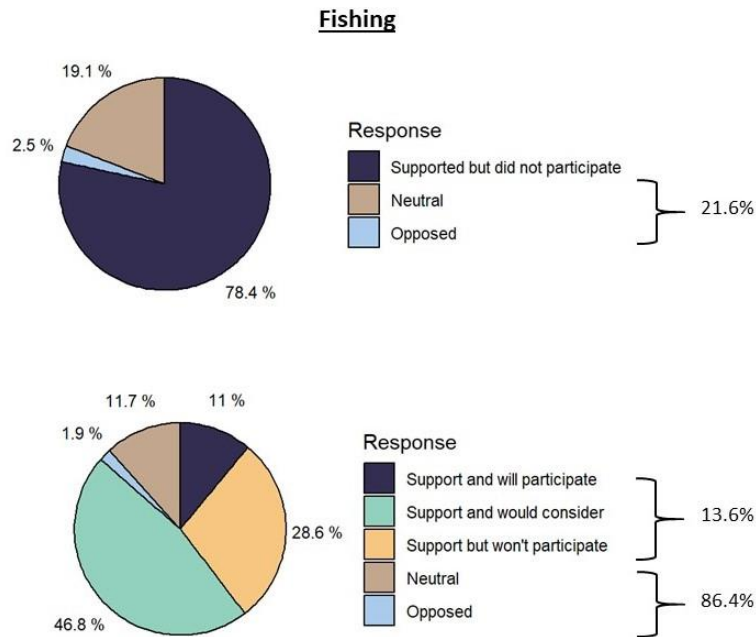


Figure 4.3: Pie chart showing change in attitudes towards fishing after interactions with the OT (bottom) compared to before (top).

Survey participants were asked about their attitudes towards both big and small game hunting as well. Small game hunting showed lower initial support than big game hunting, with 62.9% of respondents who did not hunt or fish supporting small game hunting (Fig. 4.4), and 63.7% supporting big game hunting (Fig. 4.5). However, small game hunting had lower initial opposition from the same pool of respondents, with only 7.1% opposed to small game hunting prior to talking with the OT (Fig. 4.4) compared to 11.6% opposed to big game hunting prior to CWC outreach interactions (Fig. 4.5). The explanation in this discrepancy may lie in the percentage of those neutral - 30% were indifferent to small game hunting (Fig. 4.4) versus only 24.7% neutral about big game hunting (Fig. 4.5). As noted in section 4.1, many respondents were unaware of what “small game hunting” meant, which may explain its larger pool of neutral respondents.

For both big and small game hunting, respondents indicated increased support, decreased opposition, and decreased neutrality after interacting with the CWC OT (Figs. 4.4, 4.5). Additionally, each showed a percentage of the population (1.3% for both) who now plans to participate in big and small game hunting after interacting with the OT (Figs. 4.4, 4.5). These results together indicate that the CWC OT was not only successful at decreasing opposition to big and small game hunting, but also persuading some who

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were neutral on the matter to actively support hunting, and persuading some who did not hunt to participate in hunting in the future.

Interestingly, big game hunting had the lowest change in neutral respondents of any activity in question (compare Fig. 4.5 with Figs. 4.3, 4.4, 4.6-10). For all other activities in question, outreach interactions decreased neutral respondents by almost or more than half (Figs. 4.3, 4.4., 4.6-10), but big game neutral respondents decreased by less than two percentage points (Fig. 4.5). This may indicate that for big game hunting, awareness of opposing viewpoints makes it harder for “on the fence” visitors to be persuaded. This unique aspect of big game hunting should be investigated to better persuade neutral visitors in future outreach campaigns.

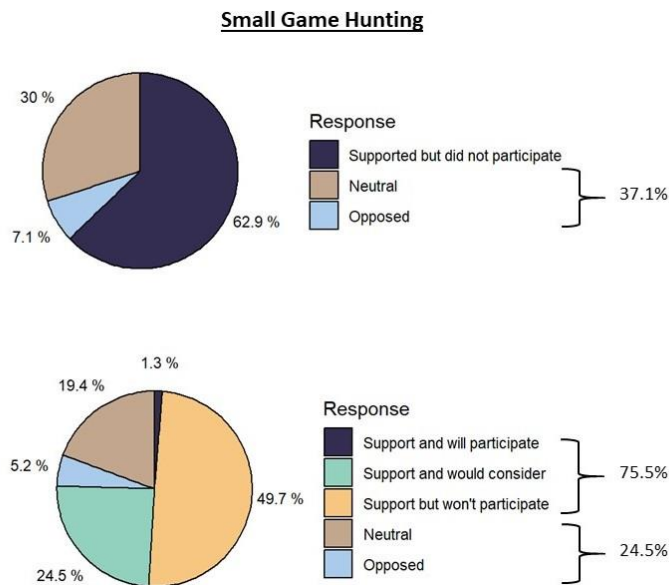


Figure 4.4: Pie chart showing change in attitudes towards small game hunting after interactions with the OT (bottom) compared to before (top).

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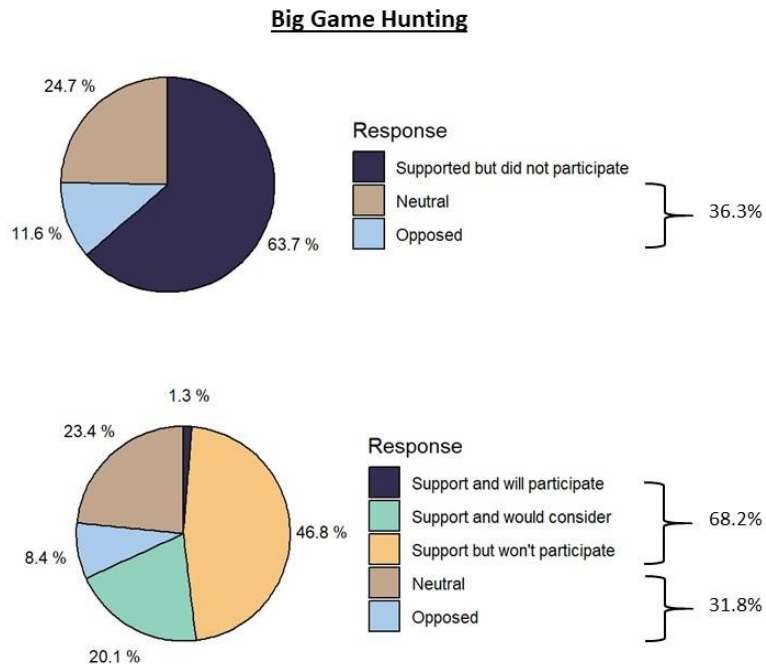


Figure 4.5: Pie chart showing change in attitudes towards big game hunting after interactions with the OT (bottom) compared to before (top).

The survey also asked participants about their attitudes towards activities that support conservation and CWC goals, but are not related directly to hunting and fishing. The goal of this was to gauge how CWC OT interactions affected attitudes towards non-hunting and fishing conservation-related activities. One of these activities is a direct goal of the CWC - the support of hunting and fishing at the ballot box. In addition, participants were asked about purchasing a habitat stamp, donating or volunteering to CPW, CWC, and conservation NGOs, and talking with friends about CWC messaging. Importantly, these activities were rarely discussed specifically during outreach interactions, so changes in respondents behavior reflects the impact that CWC messaging had on their views of conservation - and their participation in it - generally.

The percentage of respondents who bought or supported the purchase of a habitat stamp prior to talking with the OT (63.7%) increased to 78.4% after their outreach interaction (Fig. 4.6). The percentage of those neutral about habitat stamps prior to their outreach interactions (35.3%) decreased to 20.9% after their interaction (Fig. 4.6). While only 1% of respondents opposed purchasing habitat stamps prior to talking with the OT, that percentage decreased to 0.7% after their outreach interactions (Fig. 4.6). Importantly, almost 4% of respondents indicated that they would purchase a habitat stamp in the future, though they had not purchased one previously (Fig. 4.6). Overall, these results indicate that the CWC outreach strategies persuaded some

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respondents who were indifferent to actively support habitat stamps, some respondents to purchase a habitat stamp, and others to no longer oppose the purchase of habitat stamps. Interestingly, many respondents who completed the survey in-person verbally indicated that they knew very little about habitat stamps, and when informed, indicated a willingness to purchase one.

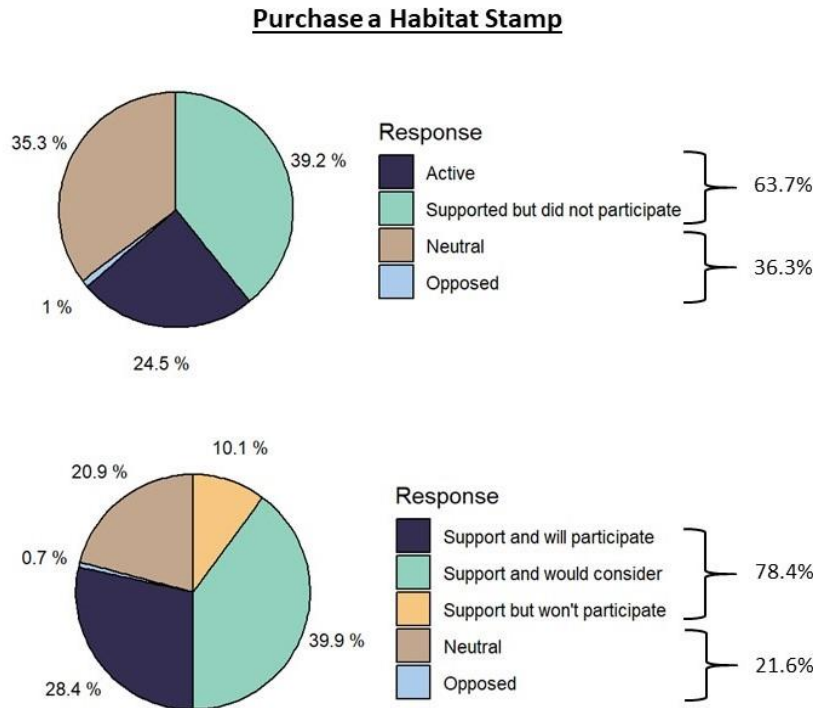


Figure 4.6: Pie chart showing change in attitudes towards purchasing a habitat stamp after interactions with the OT (bottom) compared to before (top).

When asked about donating to or volunteering with conservation organizations, survey respondents indicated slightly different attitudes. A higher number of respondents indicated that they already contributed to a conservation NGO (24%; Fig. 4.7) than to CPW or CWC (17.9%; Fig. 4.8). In addition, overall support for donating or volunteering prior to OT interactions was higher for NGOs (77.6%, Figs. 4.2, 4.7) than for CPW (74.9%, Figs. 4.2, 4.8). In spite of this preexisting discrepancy in support between CPW/CWC and NGOs, the OT was successful at persuading more respondents to begin to contribute to CPW/CWC (1.6%) than NGOs (0.3%), and more respondents to generally support contributing to CPW/CWC (11.7%) than NGOs (8.8%; Fig. 4.2).

While the outreach interactions persuaded some to no longer oppose contributing to conservation NGOs (0.7% prior, 0.3% after; Fig 4.7), they also led some

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to increase opposition for contributing to CPW/CWC (0.3% before, 0.7% after; Fig. 4.8). This may be explained by the CWC messaging - one might be compelled to not want to “donate” to CPW after learning that hunting and fishing licenses are functionally donations. In other words, some visitors who might start purchasing hunting or fishing licenses, which support CPW with a reciprocal recreational opportunity, might no longer be interested in simply donating. Because almost 12% of respondents who indicated indifference to CPW/CWC contributions prior to talking to the OT indicated support for those contributions after outreach interactions, the overall persuasive capacity for the OT towards CPW/CWC contributions was positive. Together, these results demonstrate that the CWC outreach strategies were successful at increasing support for, and participation in, NGO and CPW/CWC contributions. This highlights the potential for powerful self-advocacy (see section 3.2.2) by CPW and CWC towards increasing support, volunteerism, and financial contributions.

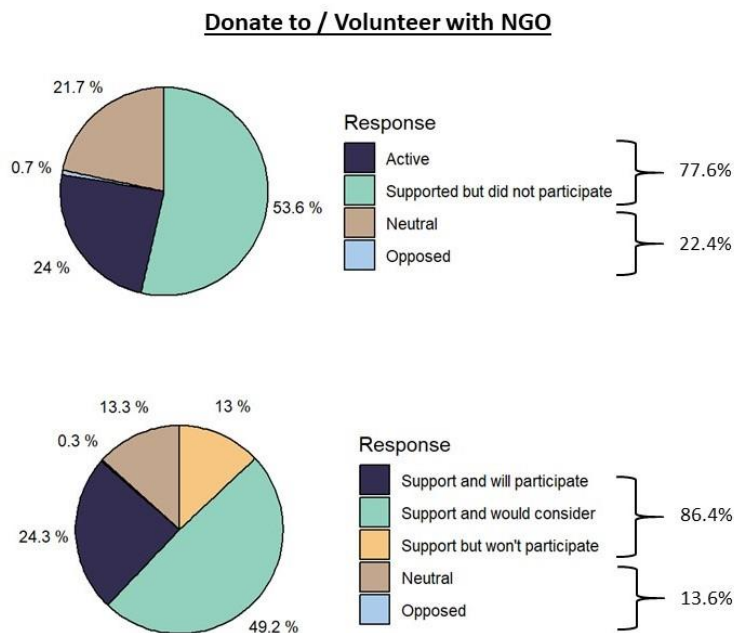


Figure 4.7: Pie chart showing change in attitudes towards donating to or volunteering with conservation NGOs after interactions with the OT (bottom) compared to before (top).

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### Donate to / Volunteer with CPW/CWC

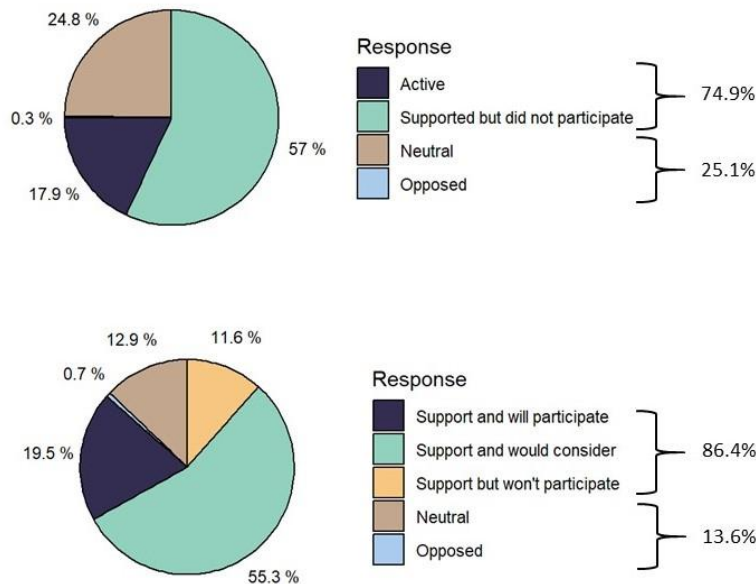


Figure 4.8: Pie chart showing change in attitudes towards donating to or volunteering with CPW or CWC after interactions with the OT (bottom) compared to before (top).

One desired outcome from outreach is to generate conversations that permeate away from the outreach venue. Ideally, OT interactions provided such informative and persuasive messaging that visitors were motivated to inform others about the messaging they received. The SWAG was designed to catch the eye of visitor’s friends as well - they could be asked about their new t-shirt, koozie, or bumper sticker, giving them an opportunity to share what they learned from the OT. To gauge if CWC outreach was having such an impact, participants were asked about their attitudes toward discussing the benefits of hunting and fishing with others.

With respect to talking with friends about hunting and fishing benefits, the percentage of respondents opposed or indifferent decreased from before outreach interactions (1.7% and 28.1%, respectively) to after outreach (0.7% and 15.5%, respectively; Fig. 4.9). The overall support increased from 70.2% before outreach to 83.9% after (Fig. 4.2, 4.9). However, the number of active participants decreased - 42.8% responded that they have talked with friends about hunting and fishing benefits, while only 39.8% responded that they would after OT interactions (Fig. 4.9). This may be explained by the language in the answers - an “active” response was in fact “Supported (and participated),” so a respondent might choose that answer having recalled a conversation they actually had. On the other hand, choosing that one “will



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participate” may require certainty about future social situations - a certainty that some respondents didn’t have. Alternatively, if respondents had learned something from previous conversations with a friend, they might not expect to have those conversations again, as they had already learned the necessary information. Changing the question from “talk with friends” to “inform friends” may better represent the intended assessment in question. Given the overall increase in support and decrease in opposition and neutrality, these results generally indicate that interactions with the OT may lead to CWC message dissemination beyond the outreach venues.

### Talk with Friends about the Benefits of Hunting and Fishing

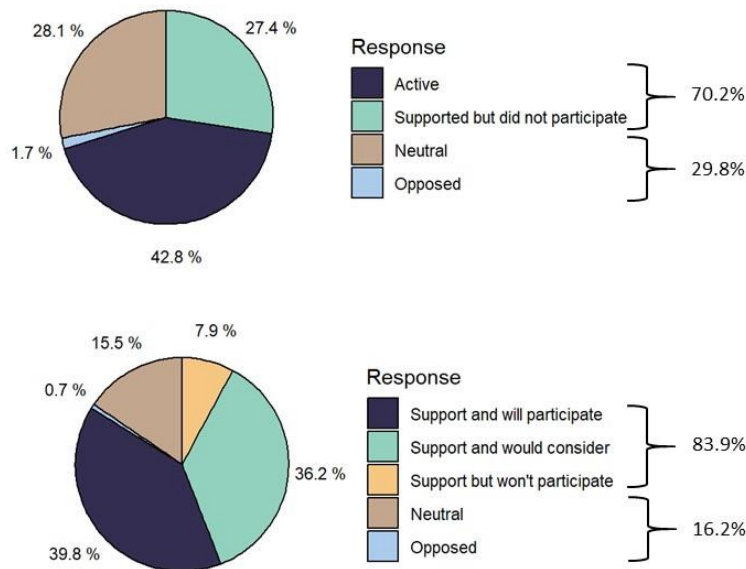


Figure 4.9: Pie chart showing change in attitudes towards talking with friends about the benefits of hunting and fishing after interactions with the OT (bottom) compared to before (top).

The CWC was established in response to the passage of ballot measures that limited hunting opportunities, which subsequently decreased conservation funding for CPW. Thus, the ultimate goal of CWC campaigns and outreach is to motivate voters to support hunting and fishing at the ballot box. While no ballot measure is currently proposed to limit hunting and fishing, survey participants were asked about their attitudes towards such a measure in the past and future.

General support for voting in favor of hunting and fishing increased from 72.8% of respondents prior talking to the OT to 86.1% of respondents after outreach (Fig. 4.10). Additionally, the percentage of those opposed and neutral decreased from 1.3%



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and 25.9% prior to talking to the OT to 1% and 12.9% after, respectively (Fig. 4.10). This question showed the largest percentage change in neutral respondents, with more than half of those who indicated neutrality prior to outreach indicating support after outreach. This further evidences the power of self-advocacy in persuading the public to support conservation. The 11.9% of respondents who indicated support for voting in favor of hunting and fishing but unwillingness to participate (Fig. 4.10) may be respondents who do not or cannot vote.

Similar to talking with friends about hunting and fishing benefits, more respondents indicated that they had supported hunting and fishing at the ballot box in the past (37.5%) than will participate in the future (35.4%; Fig. 4.10), though this is likely due to uncertainty about potential ballot measures in the future. Indeed, some in-person survey respondents inquired if there was such an existing ballot measure. Improved phrasing of the question to include “hypothetical” may increase the percentage of respondents who indicate future participation. Furthermore, these results may change significantly if an actual ballot measure is proposed and described. Overall, the increase in respondents who support and would consider voting in favor of hunting and fishing indicates that CWC outreach was successful at persuading members of the public to support hunting and fishing in future elections.

### Support Hunting and Fishing at the Ballot Box

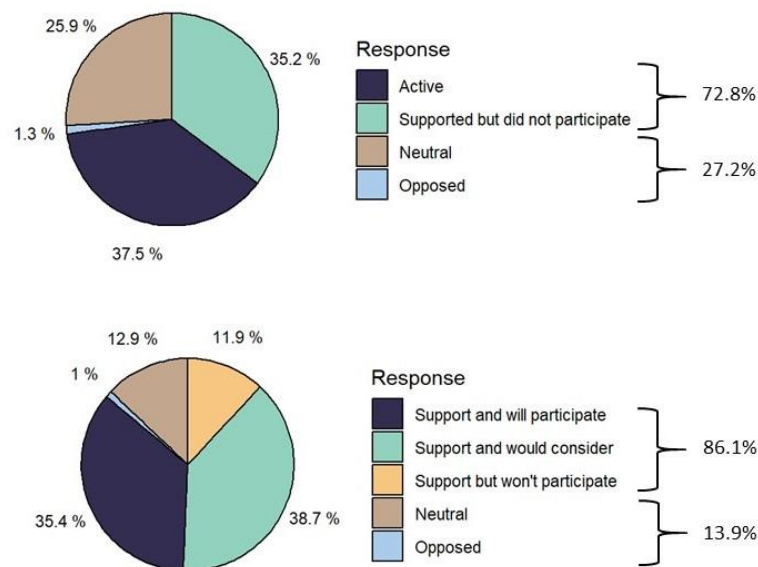


Figure 4.10: Pie chart showing change in attitudes towards voting in support of hunting and fishing after interactions with the OT (bottom) compared to before (top).

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### 5. Analysis and Recommendations

#### 5.1. Personnel

The makeup of the OT proved to be an effective combination of identities, backgrounds, and expertise for reaching the OT goals. The balance of Garrett's experience hunting with Andrew's lack of such experience allowed the OT to identify with audiences in either camp. Importantly, Garrett was able to talk about his hunting experiences and motivations in a way that was focused on conservation, which contributed to the "humanize hunters" directive outlined by R&R research ([Presentation on November 2019](#)). The OTs passion about conservation and the environment was enthusiastic and contagious, and was essential for fielding the questions and conversations from the public (see section 3.2.2). Furthermore, that both OT members were well within the ITW age range (both are in their mid-twenties) made them able to connect with the TA and cater their strategies to the TA in unique ways.

Future OT personnel should continue to be knowledgeable about state and national conservation issues, general outdoor recreation opportunities, and should retain a balance of experience with hunting and fishing. However, several changes to the OT personnel could strengthen the efficacy of outreach strategies.

Future outreach venues could be expanded by including fluent Spanish-speaking OT members. Though the 2020 OT only had a few (less than five) interactions with exclusively-Spanish speaking visitors, certain venues that cater to more Spanish-speaking communities could be included in future schedules if OT members have sufficient Spanish fluency. Section 5.4.7 describes another recommendation for outreach with exclusively-Spanish speaking visitors.

Additionally, larger events (such as the initially-planned GoPro Games) may require an additional OT member. With t-shirt giveaways, survey solicitation, and metrics recording, there were instances where the two OT members were too busy to fully engage with large crowds or multiple groups at the same time. Adding just one member could make larger events more feasible. Furthermore, at some events only one OT member was present; for example, only Garrett Boudinot was present at Rifle Falls. While this was only appropriate for smaller events, the addition of another OT member could allow the OT to attend more than one event at a time, though additional infrastructure may be necessary.

#### 5.2. Venues

While modified significantly in response to COVID-19, the outreach events still proved to be effective venues to reach TAs such as constituents and ITW crowds (see section 4.1). Overall, the OT had over 1300 unique, in-person, conversational outreach interactions ([Appendix F](#)), far more drive-by interactions (see section 3.2.1), over 7,000 online outreach interactions (see below), and over 400 survey responses. Depending on

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the crowd, season, infrastructure, and primary recreational opportunities available, different venues offered very different outreach opportunities. Over the course of the outreach season, the OT was able to identify primary factors that determine outreach efficacy: (a) location of the booth, (b) urgency of visitors relative to their recreational activities, and (c) internet availability.

When the booth was set up more than 10 yards from the main trailhead or path, visitors would intentionally avoid the booth and focus on getting to their destination. When the booth was set up directly at the trailhead or path, visitors were much more likely to stop by and engage with the OT. Similarly, if visitors were pressured to move quickly because of crowded parking lots or extreme weather conditions, the feasibility of quality interactions decreased significantly. At events where visitors expect to interact with others, such as beer festivals and farmers markets, this factor should not be a problem - but at State Parks and outdoor venues where many go for quiet and solace, the incentives for interactions had to be much greater. Additionally, because the surveys were the primary means of filling the transactional gap (see section 5.3.7) and reinforcing the CWC message, events that did not have internet access ([Appendix F](#)) generally led to less survey completion overall, and shorter, less informative interactions. Potential solutions that could be enacted after COVID-19 concerns abide are described below.

State Parks allowed the OT to cater to different demographics (Table 4), and build awareness of the CWC not only amongst the general public but amongst CPW employees and volunteers as well - many of whom were unaware of who the CWC is (see directive to “create awareness with...CPW” and “better represent council to CPW (staff/volunteers)” in the [19-20 Wildlife Council Operations Plan, p.11](#)). However, not all State Parks allowed for the same quality or volume of outreach interactions ([Appendix F](#)). The ability to reach different audiences at different State Parks should be considered when determining State Parks to include in future outreach season schedules.

For many events, the full outreach set up (Fig. 3.1) constituted “sensory overload,” where an otherwise calm, natural State Park setting was overpowered by a critical mass of colorful advertising and infrastructure. While this may be advantageous for future events with multiple booths where the OT is tasked with competing with other booths for the audience's attention, at State Parks a smaller, more inviting set up (Fig. 3.3) was generally better. Future outreach strategies should account for the need to cater the setup to the venue.

Due to the change in outreach opportunities from social distancing restrictions (section 2.5), the OT did not receive estimates for registration costs of many events. However, the OT recommends that \$10,000-\$15,000 be allocated for event registration for outreach seasons similar to that planned before May 2020 (Fig. 2.2). Depending on the scale of an event, registration costs varied from \$125.00 to \$4,000.00 per 10' x 10'

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booth space. Utilization of the origami statues will significantly increase cost (see section 5.3.5), as they will not fit in any booth space smaller than 10' x 20'.

Remote outreach platforms, such as the Terry Wickstrom Radio Show, Facebook Live stream with Tightline Outdoors, and social media involvement, were unique opportunities to reach certain audiences in a meaningful and informative way. The Facebook Live stream was viewed over 7,000 times, reaching an audience far larger than any other individual event. Importantly, that video is available to be viewed and shared in perpetuity, offering the potential for even wider and long lasting impact. The OT engaged in social media primarily through Instagram Stories - a platform that allows videos and pictures to be viewed by followers for up to 24 hours. Some of the most successful of those Stories were when the OT engaged with followers by inviting them to ask questions. The OT recorded and uploaded answers to these questions, spreading CWC messaging while providing a face to the CWC OT. A limitation of these videos was that they required internet access to upload, which was unavailable at many locations.

The success of these remote outreach platforms indicates that these should be continued. They can be done by Council members themselves year-round, as well as future OT members. The OT members, as they relate to ITW crowds, attest to the popularity of Instagram Stories as a primary means of “following” an organization, and the interactive capabilities provide incredible opportunities for reaching new audiences, gauging feedback from audiences, and continuing involvement from constituents and TA in the future.

### 5.3 Infrastructure

#### 5.3.1 Booth Tent

The booth tent (section 2.4.2; Fig. 2.10) served as both protection from the elements and a visual attractor. The OT weighed each leg down with 50lb sandbags to stabilize the tent in high winds - which were frequent at events throughout the season. The tent can be set up by one or two people, and showed little wear over the course of the 2020 outreach season. The tent should be useful for many more outreach seasons.

#### 5.3.2 Tables and tablecloths

The OT utilized the two tables to create a booth with two functional fronts. The tablecloth featuring TWL imagery (including the hiker and angler, Fig. 2.12) was most often used as the front, with the CWC logo tablecloth (Fig. 2.11) used on the less visible side. It may be beneficial to add a third table and tablecloth to help disperse booth conversation and organize SWAG in the future, especially at larger events or if another OT member is added (section 5.1). The tablecloths were very durable, did not fade, and provided a professional look while also further disseminating CWC messaging.

#### 5.3.3 Vertical Banners

The vertical informational banners (Fig. 2.13) had several benefits. Most notably, they provided CWC messaging which could be read up to 50ft away. The vertical

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banners allowed the OT to reach drive-by visitors (section 3.2.1), as many read the text on the banners as they were passing by from afar. Additionally, the banners featured beautiful images of a bugling bull elk and a bighorn sheep ram, which were visually appealing, interesting, and attracted visitors to the booth.

While the banners were a crucial component of the outreach booth setup, they did have several literal and figurative weaknesses. The vertical banners were constructed with a synthetic cloth pulled tight by a spring-loaded scroll, and held upright by a single metal rod. Standing at ~6' tall, the cloth was highly susceptible to wind. Roughly a quarter of the time, the OT had to retract them around mid-afternoon due to increased wind speed. In some cases, winds actually tore the bottom of the synthetic cloth; while the tears were minor and not visible when the banner was displayed, the added wear makes these banners unlikely to survive more than a few more outreach seasons.

Additionally, the OT found the quality of the E-Print Solutions Outdoor Retractor Kit lacking. It was not uncommon for the printed banner to become detached from the metal rod, nor for the rod to disassemble itself. The OT thus spent considerable time repairing or putting the metal rod back together. In the future, the OT recommends sourcing a more durable vertical banner.

Finally, the feedback from visitors outlined in section 3.3 highlighted how the animal imagery on these banners (Fig. 2.13) associated the CWC as a hunting organization. Indeed, the imagery of traditional “trophy” big game likely contributed to the perception of the booth being a hunting booth. As such, Andrew Ludwig worked with R&R to create two new banners that show images more aligned with the outdoor recreation activities represented in the TWL campaign (Fig. 5.1). These new banners should better appeal to ITW audiences, as they do not reflect traditional imagery of trophy hunting, which has been demonstrated to be disfavored by ITW audiences (see [Key Findings of Exploratory Research, 19-20 Wildlife Council Operations Plan, p.8](#)).

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Figure 5.1: Newly added vertical banner designs with TWL imagery.

### 5.3.4 Trailer

As with the vertical banners, the trailer wrapping (Fig. 2.8) provided CWC messaging that was visible at significant distances, and along highly-trafficked highways en-route to outreach events. With over 3,000 towing miles during the outreach season, many of them on I-25, I-70, and RT-285, it is likely that more impressions were made from the trailer than actual in-person outreach. The three messages around the trailer were reinforced by appropriate images that were colorful and eye catching, helping to spread the CWC message to drivers and passengers throughout Colorado. Additionally, the trailer allowed the OT to bring all outreach booth infrastructure to events with plenty of extra space.

While the trailer allowed the OT to increase the number of impressions while also hauling booth materials, it was accompanied by several practical difficulties. The 10' x 20' trailer was simply too large to pull such a light load. As a result, the trailer was set in lateral motion from slight winds, which are common driving through Colorado. Front-loading weight in the trailer helped to ensure a safe drive, though the trailer was always susceptible to wind. It is imperative that future OT personnel have sufficient experience pulling trailers; an inexperienced driver could easily allow significant damage.



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In addition, some outreach events did not have sufficient roadways or parking spaces to accommodate the trailer. In those cases, the OT brought only essential booth materials (such as one table, no tent, and only small SWAG), or transferred all booth materials (except the statues) to the CPW truck bed. Trailer size should be considered when planning future outreach events, especially in small spaces or crowded urban areas.

### *5.3.5 Statues*

The statues (Fig. 2.14) added volume to the booth, giving it an unmissable presence. Younger children were particularly drawn to them, and on occasion, families took pictures with them. The dollar bill wrapping and geometric design was derived from a CWC advertisement (now retired) that showed hunting and fishing license fee dollars turning into animals to demonstrate how those fees fund conservation efforts. A small sign accompanied each statue to describe this relationship in a few sentences (Fig. 2.14).

While the statues were striking and eye-catching, they introduced several problems. First, their size makes them costly to use at many events. The statues themselves require a minimum of a 10' x 20' booth space, but many events (Table 2) do not offer a space larger than 10' x 20', with standard booth spaces being 10' x 10'.

As described in section 3.3, the statues also introduced contention to the CWC message, making it more difficult to raise support for hunting and fishing. It was very clear early on that some visitors, even those who supported hunting and fishing, interpreted the statues as supporting wildlife only in monetary value. The signs that accompanied the states were too small to be read from a distance, making their misinterpretations more likely. The OT found that individuals who misinterpreted the message presented more challenges than when the statues were not used.

Should the statues be used in future outreach events, the OT recommends the following solutions. First, the statues could stay in a CPW building where the signs could be read by all visitors, or the signs could be made bigger to be more easily read. Alternatively, the statues could be re-wrapped. A new wrap could show a photographic mosaic, where the statues show a regular fish and elk from afar, but when approached up close, show thousands of small photos of people recreating in Colorado, illustrating what “the Wild Life” is to each Coloradan. Another potential could be to wrap the statues with CWC imagery similar to the vertical banners or the table cloths, showing the contribution that CWC itself has to wildlife. These and other ideas for using the statues should be explored to improve the utility of the statues at future events.

### *5.3.6 Prize wheel*

Prize wheels are a familiar booth activity at public events. Visitors were eager to approach the booth knowing that they could win a prize. Children were particularly drawn to the wheel, and would often drag their families over to spin the wheel, giving

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the OT a chance to engage with the whole family. Many of the children simply wanted to spin the wheel, and were uninterested in the giveaways it offered.

The prize wheel offered the OT flexibility with t-shirt giveaways. With t-shirts being the most costly SWAG, the prize wheel allowed the incentivization of in-person survey completion without draining t-shirt supplies (such as when all visitors who completed a survey were awarded a shirt). Unfortunately, the trade off for filling out a survey for a *chance* to win a shirt was not as strong of an incentive as the guarantee to win one. Thus, at some events the OT took down the wheel and gave shirts away for all who completed the survey. The survey completion rate was much higher with this method.

Garrett Boudinot designed the prize wheel with pictures of a variety of wildlife species and images that illustrate the various benefits hunting and fishing in Colorado, such as clean water, support for working farms and ranches, and economic impact ([Appendix E](#)). This gave the OT further opportunities to deepen visitor's understanding of the many ways hunting and fishing may personally benefit their life.

While the prize wheel was developed to engage the TA in higher-level "benefits of hunting and fishing," those benefits were not relevant content for the young children who were most drawn to the wheel. The OT recommends that in future outreach events, prize wheel slices forego "hunting and fishing benefits" (which are described in text elsewhere at the booth), and instead just show iconic Colorado wildlife species. This will better draw young people to the wheel, which ultimately brings the rest of the family over for outreach interactions.

### 5.3.7. Survey

The survey provided useful information for gauging the efficacy of CWC outreach strategies (section 4). The OT was able to monitor the responses throughout the season, and modify strategies as needed. Important assets of the survey design were that it was short (less than 5 minutes to complete), relevant to CWC messaging, covered message retention, demographics, and persuasion, and could be done in-person or remotely.

The survey card was designed by Garrett Boudinot to be informative, eye-catching, and simple (Fig. 2.15). The card included Garrett and Andrew's names, which many visitors said was a nice personal touch - one that helped to build trust with the CWC OT. Additionally, displaying the prize giveaways like the Yeti Cooler was a strong motivator for visitors, who often indicated excitement about the Yeti giveaway. Especially for outreach events without internet access, the card should be continued in future outreach seasons to allow survey completion after outreach interactions.

However, in-person survey completion could be done more efficiently in future outreach seasons when COVID-19 is not a public health concern, and where internet access is available. The use of iPads for in-person survey completion would help to streamline the process, as some visitors, and particularly older visitors, were unfamiliar with the QR code scanning process utilized to access the survey. Providing the option to



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complete the survey on one's phone or on the CWC iPad would encourage higher survey participation.

Early in the outreach season, the OT recognized a phenomenon they dubbed the "transactional gap" - the confused look on a visitor's face after they received the message and had a sticker in hand, and wondered "what's the catch?" Sometimes the OT was asked directly, "do you want money," or "are you looking for donations?" It became apparent that for a "trustworthy" interaction, the OT needed to be clear about what they were asking of visitors. Visitors heard that the OT wanted their "support for hunting and fishing as a way to support conservation," but for many that was vague, and as a result, suspicious.

By asking for survey participation - something that was short but tangibly reciprocated the merchandise giveaway - the OT was able to better conclude outreach interactions. It allowed visitors to feel that they had contributed to the CWC. The OT highlighted that the survey "really helps us out," and when visitors completed the survey in-person, the OT expressed sincere appreciation. This transactional exchange contributed to a more complete, fulfilling, and natural outreach interaction that should be considered for future outreach seasons.

### *5.3.8. Games*

One advantage of in-person survey participation was the ability to simply keep visitors at the booth for longer periods of time. As visitors stood by the booth completing the survey, or waiting for their prize, they were able to ask more questions, and receive more specific CWC messaging, than if they did not complete the survey in person. This also contributed to higher overall attendance at the booth - rather than just the OT talking with one person briefly, it would keep several groups around, which in turn attracted more visitors. This highlighted the need to develop more strategies to keep visitors near the table, and the OT recommends developing games that visitors can play to win prizes, particularly at social events in outreach seasons without COVID-19 concerns. General games like corn hole, or wildlife-specific games like pin the tail on the ferret, could be useful improvements that increase visitation, extend interactions, and better disseminate CWC messaging.

## 5.4 Merchandise Giveaways (SWAG)

### *5.4.1. Stickers*

Stickers were appealing to most visitors, and particularly to young adults, who indicated interest in putting them on their cars and water bottles (Fig 2.1). In fact, some visitors put their stickers on their cars right away. Council Chair Andy Neinas dubbed these visitors the "Nalgene Nation," and indeed, many of them immediately placed the stickers on their water bottles. The two sticker types showed the same TWL design but had either clear or white backgrounds. Many visitors did not notice the difference.

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Due to the popularity of the t-shirt designs and low cost of sticker production, the OT recommends creating more sticker types, including some with the t-shirt designs (such as the elk), and some with the CWC logo. Stickers that were cut out (versus on a plain rectangle) were more popular, so future stickers should incorporate shapes rather than simple rectangles.

### 5.4.2. T-Shirts

Unequivocally, the most popular and enticing SWAG was the t-shirts (Fig. 2.7). The OT received numerous compliments throughout the season on the quality of the t-shirts and the desirability of the designs. In some instances, visitors would immediately put their shirt on to wear the rest of the day (Fig. 5.2). Many visitors walked up to the booth and inquired how much the shirts cost, wallets in hand. The combination of nature imagery, the Colorado flag, and the CWC logo on the front made them ideal apparel for ITW and constituent crowds alike.



Figure 5.2: Outreach visitors proudly showing off their new CWC t-shirts.

Despite the widespread appeal of the t-shirts, they were the most expensive SWAG item. If future outreach seasons have limited funding, the OT does not recommend giving the t-shirts away for completed surveys often (though this did yield the highest survey completion rate). The prize wheel, or some other filtering activity, is a useful means of lowering the number of shirts given away. However, because of the success of the shirts, as well as their ability to foster TA conversation outside of outreach events, the OT recommends allocating sufficient funding to meet the demand for t-

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shirts. The Council has also discussed methods to sell CWC t-shirts through the CPW merchandise website, which could be an effective method for covering production costs of those given away.

While all t-shirts were popular, those with mountains or elk were more popular than the design just showing the TWL logo. Future outreach seasons could incorporate more designs, or just use the mountains and elk designs. Additionally, the mens' large size was the most popular amongst all demographics. Future OT members should purchase more of that size to accommodate demand.

### *5.4.3. Bandanas*

The bandanas were created in response to COVID-19 guidelines to wear masks in public spaces, and were very popular (Fig. 2.6). Visitors were able to immediately use them, proudly displaying the CWC logo as they moved through the event. Because the bandanas were wearable, cheaper than t-shirts to produce, and widely appealing, the OT recommends continuing bandanas as a SWAG item even when mask mandates subside.

### *5.4.4. Chapstick*

Chapstick (Fig. 2.3) was an incredibly popular item on notoriously dry Colorado days. In many instances, visitors came to the booth specifically because they heard that there was chapstick.

### *5.4.5. Hand sanitizer*

Hand sanitizer was also developed in response to COVID-19, and visitors were excited to take a pocket-sized hand sanitizer (Fig. 2.4). However, the OT booth was often near public restrooms (which are generally at State Park trailheads), and some visitors saw the hand sanitizer giveaway as public health service rather than a conservation outreach tool. In other words, many visitors came to the booth simply to acquire hand sanitizer, uninterested in hearing the CWC message. Most of the time the OT was able to provide CWC messaging to the rushed visitor, and this problem was unique to the hand sanitizer. In future outreach seasons when COVID-19 is not a public health concern, the OT does not recommend continuing use of this SWAG item.

### *5.4.6. Koozies*

Koozies were a popular SWAG item with young adults and older visitors (Fig. 2.5). The OT speculates that the koozies would have been ideal as giveaways at food and beverage events, beer festivals, and concerts (Table 2). However, the CWC website as printed on the koozie was not easy to read. The OT recommends that koozies continue as SWAG for future outreach events, and that increasing the font size for the website address may be a helpful improvement for future orders.

### *5.4.7. Informational Brochures*

Many visitors were excited about the CWC outreach and messaging, and wanted a brochure to take home and share with family and friends. Providing tangible reminders of key messages could advance visitor's ability to spread the CWC message, and encourage them to share the message with others (see section 4.3.2). The OT

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recommends developing a brochure for future use - one that could be printed on a single page, or even half page, and also translated into different languages. Garrett Boudinot produced a draft of a one-page informational brochure that could be used in the future ([Appendix I](#)).

### 5.5. Messaging Strategies

The OT was able to receive feedback from the TA to continually adapt outreach and messaging strategies to better persuade visitors. The OT started the season by explaining to visitors that the CWC is “raising support for hunting and fishing as a means of supporting conservation.” Given the apprehension from some ITW crowds about hunting (see section 3.3), this strategy often led to some visitor hesitation. However, when the OT changed that pitch to “we are raising support for conservation, and reminding folks that conservation is funded with hunting and fishing licenses,” the TA was more receptive to the message, and walked away more vocally supporting hunting and fishing activities.

Additionally, the OT found that conversations focused on specific wildlife facts (such as the plight of wild turkeys in America, or Colorado having the largest elk herd in the country) and conservation-related programs (such as research, monitoring, and habitat restoration) were more effective at highlighting the need for conservation funding than general claims about public lands, wilderness, or the environment. By demonstrating specific cost-dependent wildlife conservation programs, the OT was better able to convey the need for continued funding through hunting and fishing licenses. This strategy was particularly successful when the specific programs were catered to the audience - focusing on trail maintenance programs for hikers and bikers, focusing on population control of elk and deer herds when visitors brought up those species, or focusing on “conservation success stories” like the cutthroat trout or wild turkeys when those species were present at the park. Research and monitoring were keywords that were particularly demonstrative of the need for continued funding, and directly advanced the mission objective to “promote science based wildlife management” (as outlined in the [19-20 Wildlife Council Operations Plan](#))

Specific information about licenses was also a persuasive strategy. When visitors learned that an annual resident fishing license was “only about \$30,” they were more receptive to purchasing one themselves. Interestingly, the OT also heard from a considerable percentage of visitors that the search and rescue surcharge on hunting and fishing licenses was a motivator for them to purchase licenses regularly. Many of these visitors were not hunters or anglers, but informed the OT that they wanted the extra “insurance” for hiking in the mountains. Thus, highlighting the specific personal benefits one accrues with a license, such as search and rescue help or SWA access, may be an important strategy for future CWC outreach and messaging.

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### 5.6. Partnerships

Although the OT initially investigated the potential for partnership building as a way to perform outreach remotely, they discovered a number of benefits to overall CWC goals that could be achieved through strategic partnerships (in line with those described in Information Dissemination in the [19-20 Wildlife Council Operations Plan, p.12](#)). With respect to CWC constituents, existing conservation, hunting, and fishing organizations (such as Hunt to Eat and Backcountry Hunters and Anglers) are clear ways to build awareness of the CWC. For example, the OT found that while Hunt to Eat was initially unaware of the CWC, they were excited to contribute to the CWC upon introduction to the OT. Strategic partnerships could also help build trust and awareness with groups that do not actively hunt or fish, but do engage in outdoor recreation. Groups like the Colorado Mountain Club, who in some cases have [shown opposition](#) to hunting and fishing groups and policies, could be appealed to through the OT. And groups representing demographics that are not typically associated with hunting and fishing (such as CO Backpackers or NativesOutdoors) likewise could help the CWC connect with TA crowds over conservation as a starting point towards hunting and fishing. All of these groups host events that the OT, and even Council members, can attend and use as an additional platform to build awareness and disseminate messaging.

In working with CPW Partnerships Coordinator Dan Zimmerer, the OT identified two main types of partnerships - collaborative partnerships and corporate sponsorships. Hunt to Eat constitutes an existing collaborative partnership, as they are using the YouTube video with the OT to build their portfolio of conservation videos while allowing the OT to perform online outreach. While these may require pre-existing relationships (Dan Zimmerer already worked in collaboration with Hunt to Eat), they can be powerful tools to support other conservation groups while also reaching new audiences. Corporate sponsorships, where the CWC would pay for a partner or sponsor relationship, could help to use existing events as outreach venues as well. Given the clear opportunity to disseminate CWC messaging, build rapport and trust, and reach new audiences, the OT recommends the Council discuss partnership building as an objective for future outreach seasons, and for future Council member participation. Given that many of the Council members serve as members or leaders in other organizations, this could be a relatively straightforward way to advance the goals of the CWC, and appeal to the directive for council members to “do more personal outreach” (as outlined [in the 19-20 Wildlife Council Operations Plan, p.11](#)).

### 6. Conclusions

With the pilot CWC outreach season at a close, the Council must decide if, and to what extent, future outreach strategies will be implemented. The observations and analysis in this report provide information to assess the efficacy of the pilot program, and direction for future outreach strategies, including successful attributes and areas for

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improvement. Analysis of survey responses indicate that the first CWC OT was able to perform informative and persuasive outreach - in spite of significant modifications in response to COVID-19 restrictions. Future outreach seasons can be even more effective at larger events, more audience-targeted events, and with improved outreach strategies.

The pilot outreach season made clear that Coloradans are passionate about wildlife conservation, and eager to learn about ways that they can contribute. OT observations and analyses suggest that simple outreach strategies, message dissemination, self-advocacy, and trust building can create awareness of important conservation information, and influence the public's attitudes and behaviors towards conservation, hunting, and fishing. With this in-person outreach program, the CWC can build trust, awareness, and support for hunting and fishing as important ways to ensure continued conservation for generations to come.