



Oregon

Kate Brown., Governor

Department of Fish and Wildlife

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Senator Lew Frederick, Co-Chair and
Representative Brad Witt, Co-Chair
Join Ways and Means Natural Resources Subcommittee
900 Court Street NE
Salem, Oregon 97301

Dear Senator Frederick and Representative Witt,

A budget note included in House Bill 5010, which was approved in 2017, directed the Oregon Department of Fish and Wildlife (ODFW) to:

"...develop a proposal for a broad anti-poaching public awareness campaign, including a budget, that will include, but not be limited to: An anti-poaching public awareness campaign strategy, identification of tools needed to combat poaching, and any statute changes needed to address poaching. The Department is to report to the appropriate Ways and Means Subcommittee during the February 2018 session on the details and budget for this work."

In response to the above budget note, the department has reviewed efforts in other states, available information on the impacts of and reasons for poaching, and identified a number of potential strategies to reduce the illegal take of wildlife. ODFW respectfully requests this item to be scheduled for a report by the department during the 2018 session.

Respectfully,

Cameron Smith
Deputy Director for Administration



Oregon Department of Fish and Wildlife

House Bill 5010 - Anti-poaching Campaign and Strategies

February 2018

Prepared by Roger Fuhrman, Administrator, Information & Education Division

A budget note included in House Bill 5010, which was approved in 2017, directed the Oregon Department of Fish and Wildlife to:

"...develop a proposal for a broad anti-poaching public awareness campaign, including a budget, that will include, but not be limited to: An anti-poaching public awareness campaign strategy, identification of tools needed to combat poaching, and any statute changes needed to address poaching. The Department is to report to the appropriate Ways and Means Subcommittee during the February 2018 session on the details and budget for this work."

In response to this legislative direction, the department reviewed efforts in other states, available information on the impacts of and reasons for poaching, and identified a number of potential strategies to reduce the illegal take of wildlife. The recommended strategies fall into two categories – increasing detection of poaching and strengthening efforts to deter poaching. The strategies, timeline and recommended budget are outlined later in this document.

Background:

Concern about poaching and its potential impact on wildlife populations is fairly common in the Western United States. Generally, the most vocal concerns involve big game or trophy species. However, there are few studies that specifically focus on the impact of illegal harvest on fish and wildlife populations. A six-year project involving radio-collared mule deer in south central Oregon found that illegal harvest was a major factor affecting big game. Illegal harvest accounted for 20 percent of known deer mortalities, the same as legal harvest. However, nearly 80 percent of the poached animals were does, which significantly undermined ongoing efforts by ODFW and its partners to restore mule deer populations by improving habitat, increasing enforcement, and addressing travel management, regulations, and other problems. Elsewhere, the impact of poaching on other species (sturgeon, black bear, bighorn sheep, etc.) has been observed, but not extensively studied.

While the actual level of poaching of fish and wildlife in Oregon has not been quantified, Oregon State Police Key Performance Measure #5 reports on detection of illegal harvest of fish and wildlife.

OSP KPM #5	Number of detections of illegally harvested fish and wildlife
2014	6,025
2015	6,949
2016	5,987
2017	7,644

OSP attributed the recent increase in detections to filling vacant positions. Additional troopers increased its ability to catch poachers and greater law enforcement presence may have had the added benefit of deterring additional incidents. Court ordered restitutions are another indicator of the level of poaching in Oregon. In 2017, the Oregon Hunters Association (OHA) received 177 court ordered restitutions to the Turn-In-Poachers (TIP) program. A TIP reward is paid for information leading to the arrest or issuance of

a citation for illegal take of wildlife, destruction of habitat, and/or illegally obtaining an Oregon hunting or fishing license. The reward program is funded by donations, restitutions and other means.

Limited human dimensions research has been done nationally regarding public attitudes towards poaching and illegal harvest. To the department's knowledge, no research specifically regarding poaching has been done in Oregon. The statewide [Oregon Resident's Opinions and Values Related to the Oregon Department of Fish and Wildlife](#) survey did indicate that the public is concerned about poaching. The survey was conducted in 2016 for the Alternative Funding Task Force established by House Bill 2402. Although the survey did not include questions specifically about poaching, responses to two open-ended questions identified poaching as a significant public concern. Question 18 asked individuals to identify the "most important fish, wildlife, or habitat issues facing Oregon today." In response, 5 percent of respondents identified "poaching/fish and wildlife violations" as an important issue. For comparison, 5 percent of respondents also identified water quality/water pollution, climate change, and predator management as important issues. Habitat loss was identified as the most important issue by respondents (13 percent). Active hunters and anglers identified poaching as an important issue more often than individuals who were less active (10 percent for those who frequently seek information on fish and wildlife management vs. 2 percent for those who rarely seek such information.)

Question 25 asked for their opinion on "what programs, efforts or issues...should be the most important to the department." In response, 4 percent of all respondents identified "enforcement/irresponsible people." For comparison, 35 percent of respondents identified "health of wildlife and habitat/invasive species/balance of species" as an important issue. Individuals who hunted or fished in the past 12 months responded "enforcement/irresponsible people" more often than individuals who had not hunted or fished in the past year. Rural residents identified "enforcement/irresponsible people" as a higher priority than urban or suburban residents (10 percent vs 2 percent).

A 1997 article in *Society and Natural Resources: An International Journal* by Robert M. Muth and John F. Bowe, Jr. identifies 10 primary motivations for poaching: 1) commercial gain, (2) household consumption, (3) recreational satisfactions, (4) trophy poaching, (5) thrill killing, (6) protection of self and property, (7) poaching as rebellion, (8) poaching as a traditional right, (9) disagreement with specific regulations, and (10) gamesmanship. This corresponds with the observation by OSP Fish and Wildlife Division that many poaching incidents are crimes of opportunity and occur when an individual sees an animal and acts impulsively with little fear of being caught or punished.

A better understanding of what motivates poachers would help predict when and where poaching is likely to occur, help develop more successful methods of detecting poaching, and assist policy makers in ensuring that the penalties in place will prompt poachers to think twice before acting. Human dimensions research into what would motivate individuals to report poaching will be critical in identifying strategies to encourage reporting of poaching. This will be especially important in developing effective campaign materials and messages to encourage individuals to act immediately when they see poaching or other suspicious activities related to fish and wildlife

Overview:

The department proposal focuses on two areas – increasing detection of poaching and enhancing current efforts to deter poaching. Proposed strategies will build upon current initiatives that appear to be working and addresses shortcomings in the current efforts.

Strategies to increase detection of poaching incidents will help address the significant challenges facing current enforcement efforts. It is impractical to expect law enforcement to observe all poaching activities. Oregon is a large state. Much of it is remote, with rugged terrain and, in many areas, dense vegetation. Increasing citizen reports of poaching incidents and providing law enforcement additional resources to detect and investigate suspicious activities will be important to reducing poaching. Increasing the likelihood of being caught and punished will deter individuals from poaching. The various strategies overlap and reinforce each other. Increased awareness of poaching will lead to more reports and increased enforcement for violations. Increased enforcement, coupled with additional reporting, will increase the likelihood of being caught, which will deter some individuals from poaching. Greater awareness of the impact of poaching will likely lead to more consistent punishment. This approach is similar to campaigns encouraging the use of seatbelts, and discouraging texting while driving or driving under the influence.

Audiences:

The outreach component of this campaign will take a tiered approach. Initial efforts will focus on audiences that are most likely to be affected and/or interested in poaching and/or can be readily identified. Campaign materials will be developed in multiple languages.

1. **Hunters and anglers** can be affected by poaching by the loss of opportunity through shortened seasons, stricter regulations and loss of public access. They are in the field, interested in wildlife management and, because they are often in the field, they may observe poaching and other suspicious activities. Initial efforts will focus on contacting them directly (email, direct mail, etc.) and indirectly (through affiliated organizations, paid and earned media) to encourage them to report poaching and other suspicious activities.
2. **Landowners** are well-positioned to observe and report poaching and other suspicious activities. Additionally, their property or interests may be damaged by illegal activities. Initial efforts will focus on contacting them directly and indirectly to encourage reporting.
3. **Conservation organizations and their members** are concerned about Oregon's wildlife and other natural resources. Information on what type of activities to report and how to report them would help law enforcement. Outreach would likely be phased. Initial steps would focus on encouraging organized groups to share anti-poaching messaging with their membership. This could be expanded later to include direct contact with the larger conservation community via email and indirect contact through earned and paid media. Research would be needed to determine what messaging would be most effective with these individuals and what communication methods would be most cost effective.
4. **Other outdoor enthusiasts** like hikers, boaters and campers are dispersed throughout the state and could be a valuable source of tips about poaching and other suspicious activities. Individuals will likely need to be educated about what type of activities to report, why it is important, and how to report. Market research will be needed to determine what messaging will be most effective with these individuals. Also, since many of these participants are not affiliated with organized groups, the campaign will need to reach individuals. Again, market research will be necessary to determine what communication methods will be most cost effective.
5. **General members of the public** will likely be exposed to earned and paid media associated with efforts targeting other audiences. A broader campaign to reach the general public will require extensive research and significant investment of resources to be effective.

Considerations:

1. To be effective, this effort will require a sustained, multi-year effort commitment with continued resources to identify and execute on media opportunities.
2. This effort will require significant coordination with local media, OSP officers and partners.
3. Neither ODFW nor OSP has sufficient staffing or resources for the sustained commitment required for this effort to be successful. A combination of additional staff and contracting with an outside public relations/marketing firm will be necessary for this effort to succeed.
4. Federal Wildlife and Sport Fish Restoration Program funds cannot be used for this effort. Federal rules prohibit the use of Pittman-Robertson and Dingell-Johnson funds from being used for law enforcement activities. A preliminary determination by regional USFWS Office considered this effort to be a law enforcement related activity.
5. Campaign materials will be produced in multiple languages. This must be contracted out as neither ODFW nor OSP has the necessary expertise.
6. The current Turn-In-Poachers (TIP) program is primarily supported through court ordered restitutions and donations. Sustainable funding will be needed for the TIP program.

Recommended Strategies:

1. **Increase public awareness of the impact of poaching and the importance of reporting poaching incidents.** Focus on why poaching is a problem. Describe what illegal take of wildlife means for hunters/anglers, wildlife viewers, conservationists and general public. Develop clear messaging that Oregonians do not tolerate poaching.
 - a) Paid advertisement and marketing:
 - i. Digital advertising (web, social media).
 - ii. Advertisements in regulations.
 1. Note that premium space in regulation booklets (ex. back cover, inside front cover, full page advertising) is already purchased by major clients and paid advertising subsidizes the cost of printing regulations.
 - iii. Billboards – customized and located to be most effective.
 - iv. Bumper stickers/ads/handouts/decals.
 - v. Radio advertising.
 - vi. **Resources/budget needed** for paid advertisement and marketing:
 1. Services and Supplies budget (S&S) for market research, message testing and development.
 2. S&S for contract for managing advertising campaign.
 3. S&S to offset loss of paid advertising in regulations.
 4. Personal Services (PS) for ODFW staff time dedicated to managing outreach contract, working with contractor, and coordinating earned media element of campaign.
 - b) Earned media:
 - i. Increased news media reporting of poaching incidents and requests for assistance.
 - ii. Reporting of successful arrests, convictions and punishments.
 - iii. Reporting of successes of campaign when/if incidents of poaching are flat or declining.
 - iv. Reporting/media/articles that show poaching is not hunting, and the majority of anglers/hunters are responsible.
 - v. Media and organization “Ride Alongs” with OSP troopers.
 - vi. **Resources /budget needed** for earned media efforts:
 1. S&S for contract with outside public relations or marketing firm.
 2. S&S for travel and other expenses ODFW and OSP.
 3. PS for ODFW and OSP staff time to coordinate media contacts, write and distribute releases and other information, coordinate media contacts, etc.
 - c) Other outreach awareness efforts:
 - i. Expanded use of social media.
 - ii. Expanded use of targeted email campaigns.
 - iii. Links on agency and organization websites to Turn-In-Poacher information.
 - iv. Education for ODFW and OSP staff and personnel from other agencies and organizations on poaching and how to report.
 - v. Increased contact with public regarding poaching (ex. provide troopers with information cards/handouts on how to report, penalties, etc.)

- vi. Presentations and outreach to local organizations and at events.
 - vii. Anti-poaching messaging or links on licenses and tags.
 - viii. Signs and information at Wildlife Areas, hatcheries, parks and other facilities.
 - ix. Cooperation from affiliated agencies and organizations (Parks, Forest Service, BLM.)
 - x. Increased emphasis in hunter education courses on the effects of poaching and increased involvement of hunter education instructors and other volunteers in anti-poaching efforts.
 - xi. **Resources /budget needed** for other outreach efforts:
 - 1. S&S for production, distribution of materials, travel and other expenses.
 - 2. PS for ODFW for design and development of signs and others materials.
 - 3. PS for ODFW and OSP to develop and coordinate efforts involving social media, email, presentations, etc.
- d) Explore potential connection between complexity of regulations and poaching. Discuss this as part of the regulation simplification process.

2. Develop consistent anti-poaching branding and message across agencies and organizations

- a) Redesign Turn in Poachers (TIP) logo. Old logo is nondescript. New logo is big game centric. Revise to reflect both fish and wildlife. (See Minnesota TIP as an example - Attachment #1.)
 - i. Considerations:
 - 1. Branding, logo design and messaging must be developed based on market research to be successful.
 - ii. **Resources /budget needed** for redesign logo:
 - 1. S&S for market research, logo design, testing and copyright.
- b) Create an independent, one-stop, mobile friendly anti-poaching website (ex. Texas Operation Game Thief at <http://www.ogttx.org/>).
 - i. Based on review of other state sites, the website should include content regarding:
 - 1. Open and closed incidents.
 - 2. Impact of poaching.
 - 3. How/where/what to report.
 - 4. Online reporting.
 - 5. Opportunity for donations to help prevent poaching.
 - ii. Considerations:
 - 1. Will need to determine how site is developed. ODFW hired an outside contractor to develop its new mobile friendly website because of its complexity, timeline, and lack of resources within the agency to complete the work. This contract could be amended to develop an anti-poaching site if funding is available. As an alternative, the site might be developed as part of eventual redesign of OSP website.
 - 2. Will need to determine where site is hosted.
 - 3. After website is developed, it will require continual updating and maintenance with ongoing costs for developing and maintaining content, hosting, licensing, software updates, etc.
 - iii. **Resources /budget needed** for website:
 - 1. S&S for web development, hosting and maintenance.

2. PS for ODFW and/or OSP staff for ongoing curation and management of website content (or S&S for contract for content curation).

3. Make it easier to report poaching incidents

- a) Promote *OSP as the call-in number to report poaching and other suspicious activities.
- b) Prominent links on agency and organization websites, including allowing people to contact OSP directly (call, text, email, etc.) by clicking on logo.
- c) Develop user friendly, mobile friendly reporting system. This could be a standalone reporting app or could incorporate fillable, online forms into a responsive design website.
 - i. California purchased license for reporting app (See CalTIP/Tip411 at <https://www.wildlife.ca.gov/Enforcement/CalTIP>) (Attachment #2.)
- d) Enable reporting by text messaging.
- e) Ensure that reports can be submitted anonymously.
- f) Ensure streamlined process for getting information to officers in light of potential increase in reports.
- g) Considerations:
 - i. OSP preliminary research indicates that an app would not be feasible. More research needed regarding how mobile reporting or text messaging could be implemented and managed by OSP.
 - ii. OSP needs to review internal processes and approaches to determine how to efficiently manage potential increase in reports.
 - iii. This service could potentially be added/incorporated into new ODFW licensing system. This is not included in RFP for new license system.
- h) **Resources /budget needed** for reporting:
 - i. S&S for software license, maintenance, upgrades, etc.
 - ii. PS for OSP to monitor reports.

4. Increase on the ground detection

- a) Additional OSP Fish and Wildlife troopers to increase enforcement presence and expand ability to investigate reports.
- b) Additional personnel in OSP Special Investigation Unit to investigate more complex poaching cases.
- c) Funding for purchase and deployment of trail cameras and other equipment.
- d) Funding for purchase of additional Wildlife Enforcement Decoys (WEDS).
- e) Expand ability to monitor Craigslist, social media and internet to identify and follow up on potential violations including poaching, wildlife trafficking, unlicensed outfitting, etc.
- f) Enhance OSP ability to perform aerial patrols by replacing aging aircraft.
- g) Expand use of volunteers.
- h) **Resources/budget needed:**
 - i. S&S for OSP cameras, flights, WEDS and other equipment.
 - ii. S&S for OSP for additional travel.
 - iii. PS and S&S for OSP for additional troopers, monitoring social media, etc.
 - iv. PS and S&S for OSP for Special Investigation Unit.

5. Increase deterrence of poaching

- a) Increase poacher's fear of getting caught and punished. The goal is to make individuals think twice before acting. (See strategies related to raising the awareness of poaching and increasing the number of reports.)
- b) Consider increasing incentive to report poachers. (HB 3158 authorizing preference points or cash rewards for reports leading to citations or arrests should provide additional incentive for hunters to report violations. May want to consider similar incentive for fish related violations.)
- c) Ensure that the current TIP program remains solvent.
 - i. Ensure program is sustained through court ordered restitutions.
 - ii. Identify and actively pursue other funding sources for TIP program (i.e. donations, grants, partnerships, etc.)
- d) Encourage consistent prosecution of poaching offenses.
 - i. OSP and partners meet regularly with District Attorneys and judges regarding impact of poaching.
 - ii. Consider conducting training at judicial and DA in-service training sessions.
 - iii. Consider creating "roving DA" in Department of Justice to address wildlife crimes.
- e) **Resources/budget needed:**
 - i. S&S associated with incentives.
 - ii. S&S for OSP for travel, training, presentations and other materials.
 - iii. PS for OSP for work with District Attorney's and judicial branch.
 - iv. PS and S&S for "roving DA."

6. Potential statute changes:

- a) Civil Restitution – HB 4030 (2018 session) authorizes courts to impose fine or compensatory fine for misdemeanor convictions for unlawful taking or killing of wildlife.
- b) Felony for commercialization of wildlife – Focus will be on incidents involving multiple offenses, abuses by outfitters and guides, and egregious violations (ex. incident involving several individuals killing more than 100 animals, including deer, bear, cougars, etc., in Washington and Oregon). Felony statutes are in place in Missouri, Virginia, Colorado, Ohio and Arizona.
- c) Mandatory check stations – Reinstate the ability to stop vehicles for inspection of wildlife. Stops would not be limited to big game, but would address all wildlife and fish (ex. coastal coho, sturgeon, etc.) In addition to increasing the ability to detect poaching, check stations would provide additional benefits by increasing detection of wildlife disease (avian influenza, CWD, etc.). Mandatory check stations are authorized in South Dakota, Virginia, Vermont, Colorado, Wyoming, Maine and Arizona.
- d) Create a roving district attorney to assist in prosecution of wildlife crimes – DA would assist local district attorneys in prosecuting complex or challenging violations, or when limited resources make it difficult to pursue wildlife violations. Determine whether this will require changes in statutes or processes.
- e) Residency – Clarify definition of "temporary absence" from Oregon. Some states have laws prohibiting individuals from being residents of two states.

- f) Expand use of drones for law enforcement purposes related to investigation of fish and wildlife violations.
- g) Increase penalty for violations that do not directly involve taking of wildlife, but are often related to poaching incidents (ex. hunting with aid of artificial light.) These are currently Class D violations with \$110.00 fine. These illegal acts can lead to poaching.

7. Other ideas:

- a) Work with universities and organizations to design research projects to further document the impact of poaching on fish and wildlife.
- b) Consider the benefit and risk of ODFW staff issuing citations for minor wildlife violations. Scope would be limited (Wildlife Areas only, specific types and levels of offenses, etc.)
- c) Collaborate with tribes, including potential Tribal Partnership Grants program supporting tribal efforts to increase enforcement, purchase equipment, provide training and education programs, funding for campaigns, incentives for deterrence, etc. Grants program would include treaty and non-treaty tribes.

Timeline:

1. Year One (2018 – if funding is available)

- a) Purchase and deploy trail cameras, WEDS, aircraft.
- b) Develop RFP and contract with marketing firm.
 - i. Conduct baseline research on public attitudes and opinions regarding poaching.
 - ii. Conduct baseline research on motivations for poaching.
 - iii. Develop outreach campaign plan and budget based on baseline research.
 - iv. Develop metrics for campaign evaluation.
- c) Develop RFP and contract for development and hosting of mobile friendly website.
- d) Explore feasibility of development of mobile app or additional reporting methods.
- e) Review how to process and follow up on reports to ensure timely response in light of potential increase in reports.
- f) Revise MOU for TIP program between Oregon Hunters Association, Oregon State Police and other parties. Consider whether additional revisions or new agreements might be necessary as anti-poaching campaign evolves.
- g) Develop contact information for landowners for outreach purposes.
- h) Recruit public outreach staff (ODFW).
 - i. Individual will coordinate development of RFP, contracts, research, and contact information. Individual will also be involved in development of MOU, exploration of feasibility of mobile apps, etc.
- i) Secure passage of legislative changes. Begin implementation.

2. Year Two (2019)

- a) Develop and test messaging and campaign materials aimed at hunters/anglers and landowners.
- b) Begin paid media efforts.
- c) Begin earned media efforts.
- d) Develop and deploy website.
- e) Recruit additional enforcement personnel and OSP outreach staff.
 - i. Begin additional patrols, special investigations and internet efforts.
 - ii. Develop and implement plan for greater coordination with District Attorneys.
- f) Develop and deploy text messaging, mobile reporting platform.

3. Year Three (2020)

- a) Evaluate and revise year two efforts.
- b) Determine appropriate expansion of efforts (i.e. – outreach to conservation community or individuals with related interests.)
 - i. Develop outreach campaign and budget for expansion.
 - ii. Develop Policy Option Package.
- c) Develop Tribal Partnership Grants program.

4. Year Four (2021)

- a) Secure legislative approval of POP.

- b) Implement campaign aimed at new audience.
 - i. Develop and test messaging and campaign materials.
 - ii. Begin paid media efforts.
 - iii. Begin earned media efforts.

5. Year Five (2022)

- a) Evaluate and revise campaigns aimed at hunter/angler/landowners and new audience.
- b) Determine appropriate expansion of efforts (i.e. – outreach to conservation community or individuals with related interests.)
 - i. Develop outreach campaign and budget for expansion.
 - ii. Develop Policy Option Package.

6. Year Six (2023)

- a) Secure legislative approval of POP.
- b) Implement campaign aimed at new audience.
 - i. Develop and test messaging and campaign materials.
 - ii. Begin paid media efforts.
 - iii. Begin earned media efforts.

7. Year Seven (2024)

- a) Evaluate and revise campaign elements as necessary.

Estimated budgets:

The HB 5010 budget note directed ODFW to provide an estimated budget for an effort including an awareness campaign and tools needed to combat poaching. ODFW is providing three potential levels of funding. Each level provides additional resources to combat poaching.

Level 1 - Minimal funding - \$1,084,829/biennium. Major elements include:

\$622,810 for advertising campaign, including:

- Development and execution of advertising campaign, including:
- Some market research and limited evaluation of campaign effectiveness.
- Contract for outside firm for development of advertising and other creative content.
- Contract for placement of advertising.
- Advertising in ODFW regulations and social media.

\$292,056 for earned media campaign to encourage coverage of poaching, impacts of illegal harvest and anti-poaching efforts, including:

- (1) ODFW public affairs specialist to manage advertising contract and coordinate multi-agency media relations effort.
- Personal Services (PS) and Services & Supplies (S&S) for OSP field staff to expand participation in outreach efforts.
- Enhanced outreach to organizations and individuals by participating in public events, workshops, campaigns and meetings.
- Development and distribution of anti-poaching materials.

\$20,000 for development and maintenance of a mobile friendly reporting system.

\$130,075 for law enforcement efforts, including:

- Trail cameras, Wildlife Enforcement Decoys (WEDs) and other equipment to increase detection of poaching incidents.

\$19,888 for enhanced cooperation with District Attorneys, including training, coordination meetings, and other initiatives.

Level 2 - Mid-level funding - \$4,098,699/biennium. Includes all elements in Level 1. Updated totals below. Additional elements include:

\$757,400 for advertising campaign. Additional funding allows for:

- Additional evaluation of campaign to refine campaign to increase effectiveness.
- Resources to target additional audiences, including market research, evaluation, content development and expanded advertising campaign. s.
- Additional advertising in ODFW regulations and social media.

\$587,056 for earned media campaign to encourage coverage of poaching, impacts of illegal harvest and anti-poaching efforts. Additional funding allows for:

- Development of central website to serve as focal point for all organized anti-poaching efforts. Content would be developed and curated by public affairs position included in Level 1.
- Development and distribution of additional anti-poaching materials.
- Increased outreach at organized meetings and events.

\$20,000 for development and maintenance of a mobile friendly reporting system.

\$2,138,587 for law enforcement efforts. Additional funding allows provides for:

- Four OSP troopers and one sergeant to expand enforcement efforts, including additional staffing for Special Investigation Unit to investigate complex poaching related cases.

\$595,656 for deterrence efforts. Additional funding allows for:

- Regular and ongoing coordination with District Attorneys and judges regarding enforcement of fish and wildlife violations.
- Additional training for district attorneys on wildlife related violations.
- “Roving” district attorney to assist local authorities with prosecution of complex or challenging violations.

Level 3 - Recommended funding - \$8,780,772/biennium. Includes all elements in Levels 1 and 2. Updated totals below. Additional elements include:

\$757,400 for advertising campaign. Additional funding allows for:

- Additional evaluation of campaign to refine campaign to increase effectiveness.
- Resources to target additional audiences, including market research, evaluation, content development and expanded advertising campaigns.
- Additional advertising in ODFW regulations and social media.

\$647,056 for earned media campaign. Additional funding allows for:

- Contract with public relations firm to expand coverage of poaching.
- Increased outreach to organizations and individuals.
- Development and distribution of additional anti-poaching materials.

\$20,000 for development and maintenance of a mobile friendly reporting system.

\$6,610,660 for law enforcement efforts. Additional funding provides for:

- Additional law enforcement personnel. This level provides for a total of 15 troopers and one sergeant to expand enforcement efforts, including additional staffing for Special Investigation Unit to investigate complex poaching related cases.
- Enhanced aerial patrols, including replacement of aging aircraft.

\$745,656 for deterrence efforts. Additional funding provides for:

- Enhanced financial incentives to report poaching incidents, such as TIP program, etc.
- Tribal Grants Program to support tribal efforts to enhance enforcement and expanded education efforts to discourage illegal harvest.

Attachment 1



Old logo – on ODFW site



New logo – on OSP site



Minnesota TIP logo

Attachment 2



tip 411



**Text to 847411:
"CALTIP [your message]"**

www.wildlife.ca.gov/Enforcement/CalTIP