



BUREAU OF INFORMATION AND EDUCATION MONTHLY REPORT

Al Ivany, Chief

October 16, 2023 – November 15, 2023

HUNTER EDUCATION/ RECRUITMENT, RETENTION, REACTIVATION (R3)/ NASP

Hunter Education (Joe Leskie, Keith Griglak, Sam Forlenza, Courtney Venuti)

Staff offered nine (9) Hunter Education live fire range sessions during the report period. A total of 857 hunters were certified with 536 firearm students and 321 bow education students completing the course. Courses for the 2023 season will conclude on November 19, 2023.

Staff responded to 638 emails on the general hunter education email address. This number represents the highest volume of emails processed in a single reporting period by hunter education staff.

Staff processed 57 non-resident hunting license privilege unlocks which is typical for this time of year as many non-residents come to New Jersey to take advantage of our Deer and Waterfowl seasons.

Staff processed 17 rifle permit unlocks for those hunters who had completed shotgun hunter education prior to 2014 (combination of shotgun and rifle courses) but had not completed the rifle/muzzleloader course. Those individuals are required to complete and submit proof of completion of the hunter course online program for rifle permit unlock.

Staff processed and completed 88 requests for duplicate Hunter Education cards. Duplicates are requested by individuals who have misplaced their original hunter education cards and cannot obtain a license without it. Duplicate hunter education card requests are becoming increasingly popular as many hunters hunt across the country. Most states require proof of Hunter Education completion to obtain a license. These requests are from hunters looking to receive anywhere from one to four individual discipline records (bow, shotgun, rifle, trapping). This resulted in a total of 137 individual duplicate cards being issued, which is a 30% increase from the previous reporting period. In most cases, staff must perform research to locate the records and upload the verified information for the hunter. The majority of requests that are unable to be located are due to the year of completion, as some individuals may request records from as long ago as the 1960s, before the program was mandated, and records were kept.

In addition to a large number of incoming phone calls, staff responded to 314 total voicemails during this reporting period, which is a 191% increase compared to the last reporting period. The biggest jump in category would be for inquiries about live fire range sessions. There was also a noticeable increase in duplicate Hunter Education card requests and calls that did not pertain to Hunter Education.

Overall voicemail topic numbers are as follows:

Duplicate requests: 24%

Range sessions: 21%

Non-residents: 11%

Other – Not Hunter Education: 18%

Rifle/muzzleloader: 4%

Trapper Education 3%

Miscellaneous Hunter Education: 12%

Hunter Education classes: 7%

Trapper Education

Staff conducted two trapper education classes during this report period for a total of 90 trapper education graduates. The show rate was 77 percent. There have been some updates to the program that both new and old instructors have embraced with some of the instructors helping at both the September and October classes.

Staff is planning a fur handling workshop in partnership with New Jersey Fur Harvesters and New Jersey Trappers Association. This event will provide new trappers with an opportunity to learn the next steps after the catch to help them build confidence on the trapline.

Miscellaneous

Staff hosted the annual Take A Kid Mentored Pheasant Hunt that took place on Saturday, November 4, 2023. Registration numbers of youth participants reached 220 with 80 registered volunteer participants. Tasks that needed to be completed prior to the event include: calculation of type and amount of ammunition needed per location and distribution to eight locations statewide, organization of rosters, forms and maps for each location, confirming volunteers have completed R3 Mentor Training, reviewing all participant profiles to confirm Hunter Education

has been completed, that students are of proper age, and a firearms license has been obtained, contacting all participants and volunteers to confirm location they will be attending and provide needed documents, and fielding emails and phone calls with additional questions about the event. During the event, staff were on hand to assist our volunteers, obtain photos, answer questions, and help troubleshoot any issues that came up. After the event was completed, staff sent out a survey to our volunteers and are working to organize all documentation received from the event. The event ran really well with support from the NJ State Federation of Sportsman's Clubs, Bureau of Land Management, Bureau of Law Enforcement and all the volunteer dog handlers and mentors. This truly is a collaborative effort.

Staff conducted a mentored squirrel hunt for the third year in a row. The audience targeted were those who applied for the program in previous years but weren't selected via the rubric criteria of selection. The six participants were paired with six volunteer R3 mentors at the Pequest WMA. The program goes into detail about tree identification, reading wildlife signs, skinning, and field dressing. By the end of the program, every student said they felt confident hunting by themselves for squirrel.

Staff represented Fish and Wildlife at the Warren County Federation and Hunters Helping the Hungry meetings in October.

Recruitment, Retention, Reactivation/R3 (R3 Coordinator Position-Vacant)

J. Leskie, L. DiPiano and K. Byrne were part of the job vacancy interview panel and interviewed four candidates for the vacant R3 Hunting and Shooting Sports Coordinator position. The candidate was selected and is currently going through Human Resource procedures with an anticipated start date and announcement coming sometime in December.

Staff reorganized and revamped the Mentor Training module requirements for the R3 Mentored Program. The new training replaces the previous training with improved directives in a concise and organized, efficient manner. The new training was sent to numerous mentors ahead of the TAK Youth Pheasant hunt and will be utilized for all future Mentor applicants.

Staff prepared, edited, and posted the Fall 2023 R3 Newsletter. It was posted on the website and distributed to several GovDelivery listserv groups.

Staff conducted a Mentored Squirrel Hunt for six participants at the Pequest Wildlife Management Area on October 25, 2023. The participants were selected from the R3 Mentee Database. All participants attended a Virtual Meeting regarding the Mentored Hunt on October 19, 2023, for an overview of the program and to ask questions prior to the mentored hunt. Participants said they learned a lot and enjoyed the experience with three squirrels harvested during the program. An individual survey was sent out and the analysis concluded that 100 percent of the participants are ready to hunt on their own after this mentored hunt. A total of 35 percent found cleaning and cooking their harvest the most interesting, while hunting techniques, and regulations and laws were tied with both coming in at 24 percent for the most interesting. Eighteen (18) percent found small game hunting equipment the most interesting. Mentor rating was 83.3 percent exceptional, while 16.7 percent was at good. A total of 67 percent of the

participants are intending to go small game hunting on their own this season while 33 percent intend to go with family. One hundred percent of the participants would recommend this program to others.

Staff coordinated and conducted the 2023 Take-A-Kid Youth Pheasant Hunt held statewide on Saturday, November 4. Approximately 220 youths participated along with 80 dog handlers and mentors who assisted during the guided portion. There were eight hunting locations. Staff sent out a survey to all Dog Handlers and Mentors who participated in the event. Survey analysis will be forthcoming.

J. Leskie and T. Woolley met with members of Ducks Unlimited (DU), Wallkill NWR and Edwin B. Forsythe NWR staff to discuss specifics for a partnership with DU and Edwin B. Forsythe NWR to conduct a waterfowl hunting workshop in the future at the refuge. The goal of this program is to mimic what staff has previously done with DU and the Wallkill NWR. R3 staff will work on registration, promotion, survey analysis and contacting participants for this workshop while DU and NWR staff will conduct the workshop.

R3 Tuckahoe Managed Waterfowl Hunt

Staff worked the first split of the south zone for the Tuckahoe Managed Waterfowl Hunt which was conducted during the report period. Four regular season dates, along with one Youth Day and a Veterans/Active Military Hunt resulted in 70 waterfowl hunters (25 groups) having the opportunity to hunt. Recent improvements to the program paid off as 68 ducks were harvested. Species consisted of: Teal (56), Black Ducks (1), Wood Ducks (6), Pintail (3) and Gadwall (2). In addition, 10 groups took advantage of the program's Decoy Loaner Program.

Staff began working on logistics for a future Women's Mentored Hunt to take place next year on the opening day of the south zone at the Tuckahoe Managed Waterfowl Hunt blinds.

Staff moved one of the interior impoundment blinds to allow for better hunter access and for a better hunting location position. Hunters utilizing that blind location in the past have agreed that the new blind placement has improved their hunting experience.

Staff rigged and labeled new blue-winged and green-winged teal decoys for the 2023 and 2024 Tuckahoe Managed Waterfowl Hunt Program season.

NASP® (Joe Leskie, Craig Decker)

Staff scheduled/planned/coordinated upcoming Basic Archery Instructor (BAI) trainings and site visits with schools and organizations.

Staff taught NASP Basic Archery Instructor Certification Classes at Helen Morgan, Sparta, and Auten Road Intermediate Schools in Hillsborough Township.

Staff assisted Hunter Education by presenting and managing a Take-A-Kid Pheasant Hunting event located at the Whittingham WMA.

Staff sent out communications to all NJ NASP Instructors and schools announcing the NJ NASP/IBO 3-D State Tournament being held at Warren Hills High School on February 24, 2024.

Staff processed two NASP Easton Foundation Grant requests/awards of up to \$400 for existing schools to add/replace archery equipment. This brings this year's total from four to six schools receiving grants.

Staff prepared final details and is preparing announcements to the upcoming annual NJ State NASP Bullseye Tournament.

AQUATIC EDUCATION (Karen Byrne, Jessica Griglak, Alanna Newmark, Marc Rogoff)

Sedge Island Natural Resource Education Center

The fire extinguishers were inspected with all but one needing to be replaced.

A volunteer day was held to prepare the island for the winter. The Sedge House was cleaned out, equipment was put away, and bulk trash was taken off the island.

Work projects continue with repairs to the boat house garage doors, painting of trim and doors, and replacing rusting deck supports.

Trout in the Classroom (TIC)

Egg Day was held on October 24. Volunteers from Trout Unlimited arrived at the hatchery to pick up eggs and trout food for delivery to the schools that their chapter is responsible for. There are 119 schools in the program this year.

Teachers were sent their first newsletter of the school year, along with their first survey to see how their tanks are doing. Each school also got a personalized water data test sheet that is interactive so that they and the students can know immediately if their tank chemistry is good. Communication with the schools continues daily.

Angler R3

Staff finalized the objectives for the Angler R3 Plan incorporating feedback from the writing group. The objectives have been sent to staff on the working group team to provide their feedback.

Two *Let's Go Fishing* workshops were held during this reporting period. The first was held at Cooper River Park, Camden County on September 30 with six participants in attendance. The second workshop took place on October 27 at Spring Lake Park in South Plainfield, Middlesex County for nine participants. Evaluations from both workshops provided positive responses; most participants indicated that they learned of the workshops via email communications and provided valuable feedback to incorporate into future programs.

The final First Catch Center fishing workshop was held at the Hackettstown State Fish Hatchery on November 3. Eleven women participated in an Introduction to Fishing for Women workshop.

Staff assisted with a Free Fishing Day enhanced stocking event at Rowands Pond. Staff sent an email to residents in the county who had not purchased a 2023 freshwater fishing license promoting the event, as well as created forms to keep track of attendance and species of fish caught. Staff along with one volunteer and E. Boehm from the Bureau of Freshwater Fisheries provided bait, fishing assistance and rod and reel set up to those who stopped by the pond.

Education

Staff provided two presentations to college students about Climate Change and Wildlife at Brookdale Community College.

Staff provided the Climate Change and Wildlife presentation to two scout groups.

Staff continues to create Climate Change and New Jersey Wildlife education resources for schools, including PowerPoint presentations and lesson plans.

Other

Staff provided additional edits to the Aquatic Education Federal Grant narrative for the next 5-year grant cycle.

Staff worked with M. Hencheck to film knotting videos with a new set-up that shoots overhead.

Staff reviewed and edited the third pass of the 2024 Freshwater Fishing Digest.

WILDLIFE EDUCATION AND OUTREACH (Karen Byrne, Jessica Griglak, Liz Jackson, Alanna Newmark)

Pequest Natural Resource Education Center

Staff has been providing programs to school groups. Two Hatchery Tour and Fishing Basics Programs were given to a total of 29 students; one Hatchery Tour and Trout Habitat Hike was given to 25 students; and one Trout Habitat Hike and Fishing Basics program was given to 25 students.

Open enrollment programs continue to be offered. The final two nights of the Intro to Fly Fishing program was held for five people; one Women's Fly Casting for Beginners was held for five women; a Halloween Eve Night Hike was held for 5 people; and Hatchery Tour was held for five people.

The facility was used by Trout Unlimited for their Council meeting and by the Wildlife Rehabilitators Advisory Committee.

A meeting was held with DEP OIT and a vendor to price out the needs of A/V equipment for the auditorium.

Mobile Education Trailer (MET)

The MET was taken to Colliers Mills to be kept there for the winter.

The trailer went to the League of Municipalities Conference held in Atlantic City, November 14-16 with 500 people passing through it.

Hooked on Fishing Program

Staff presented at the City of Newark's *Councilman for a Day* event for high school youth interested in public service. There were over 23 youth from two Newark public schools in attendance.

Staff is planning for Sisters Afield and HOFNOD activities for the 2024 calendar year. Activities include fishing charters, an overnight career immersion, participating in the Governor's Surf Fishing Tournament, kayak fishing and more.

WEBSITE ACTIVITY (Doug Rizio)

New and Updated Pages, Images, and Documents

Two (2) news updates were posted in October.

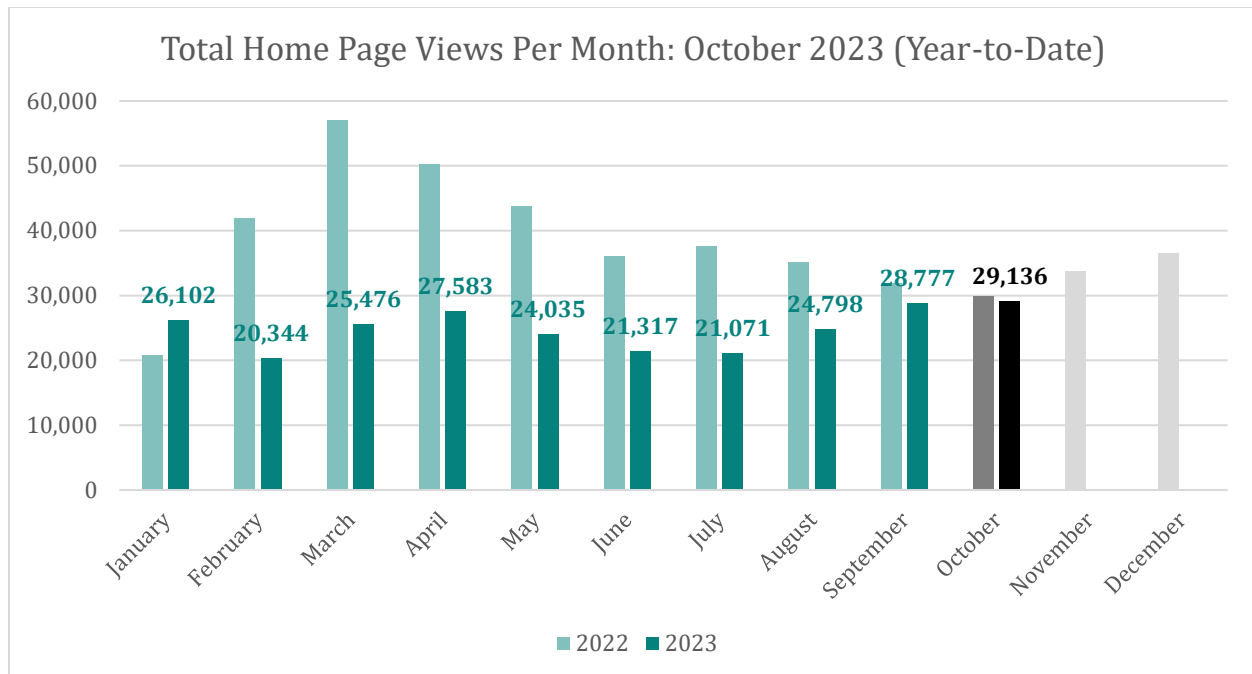
Five (5) job posts were deleted after their closing dates.

Approximately fifty-six (56) documents were edited in or converted to PDF format. These included: Bureau Reports (18) in two .zip files; Meeting Documents (7) in one zip file; Minutes/Notices/Agendas (9); Species Regulations (12); and others (10).

Twenty-five (25) images and three (3) videos were also edited and posted.

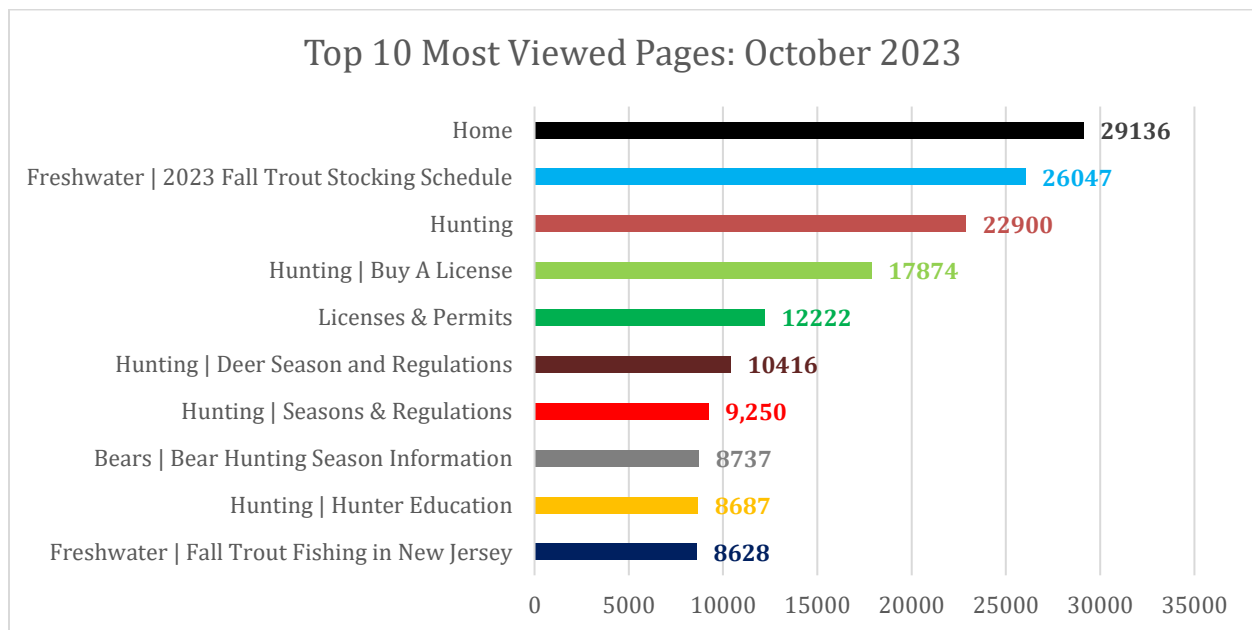
Analytics – Home Page

The number of views on the home page in October was 29,136; an average of about 940 views per day. It is an increase of 359 views from the previous month of September (28,777) and a decrease of 749 views from the October of the previous year (29,885).

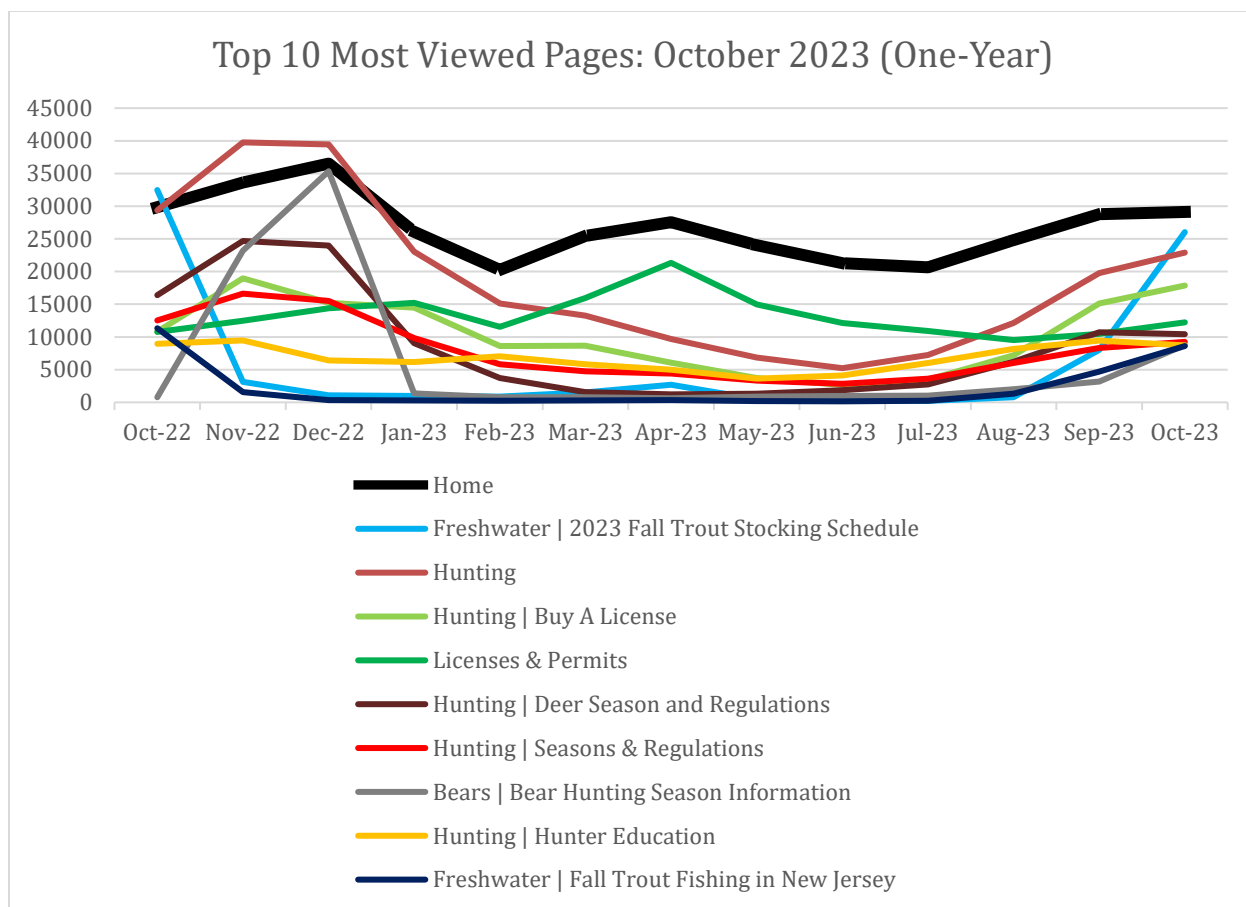


Analytics

The top ten most viewed web pages in October (including the home page) are shown below:



Also shown below are the performances of this October's top ten pages since the previous year:



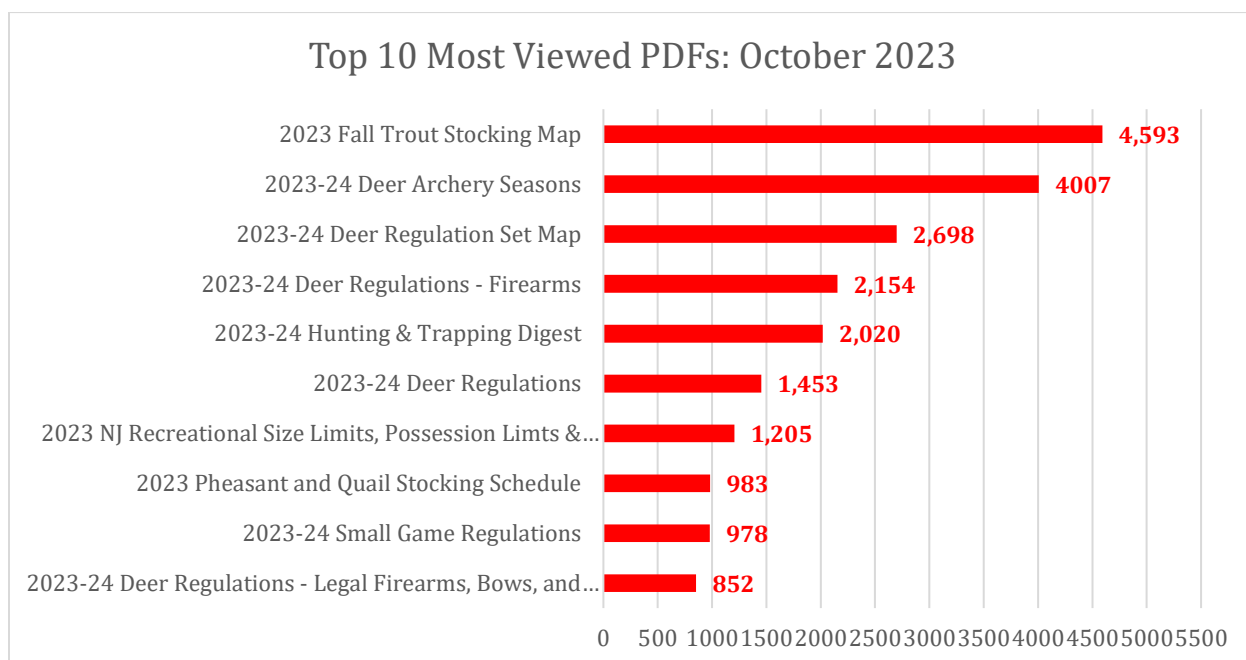
Rank	Page Name	Views
1	Home	29136
2	Freshwater 2023 Fall Trout Stocking Schedule	26047
3	Hunting	22900
4	Hunting Buy A License	17874
5	Licenses & Permits	12222
6	Hunting Deer Season and Regulations	10416
7	Hunting Seasons & Regulations	9,250
8	Bears Bear Hunting Season Information	8737
9	Hunting Hunter Education	8687
10	Freshwater Fall Trout Fishing in New Jersey	8628

Other popular pages on the website were:

Rank	Page Name	Views
11	Fishing	8064
12	Hunting Automated Harvest Report System	7781
13	Marine Striped Bass Bonus Program (SBBP) Individual Angler Application	7171

14	Hunting Hunting & Trapping License Information	6708
15	Migratory Bird Season Information and Population Status	6676
16	Hunting and Trapping Digest	6,657
17	Fishing and Hunting License and Permit Information	6315
18	Freshwater Buy A License	5994
19	Marine Striped Bass Bonus Program	5993
20	Bears	5699

The ten most requested PDFs this report period were:



Rank	PDF Name	Views
1	2023 Fall Trout Stocking Map	4,593
2	2023-24 Deer Archery Seasons	4,007
3	2023-24 Deer Regulation Set Map	2,698
4	2023-24 Deer Regulations - Firearms	2,154
5	2023-24 Hunting & Trapping Digest	2,020
6	2023-24 Deer Regulations	1,453
7	2023 NJ Recreational Size Limits, Possession Limits & Seasons	1,205
8	2023 Pheasant and Quail Stocking Schedule	983
9	2023-24 Small Game Regulations	978
10	2023-24 Deer Regulations - Legal Firearms, Bows, and Ammunition	852

Additional Activities

Additional activities included bi-weekly Outreach Group meetings and Commissioner's Updates.

WILDLIFE INFORMATION/PUBLIC OUTREACH (Linda DiPiano)

GovDelivery (Listserv) Messages

Twelve (12) email messages were drafted and sent to various e-mail lists and outdoor writers. Assistance was provided to staff with five (5) additional messages.

1. Free Fishing Day Saturday! (10/18/23)
2. Get Your Outstanding Deer Program Applications In! (10/19/23)
3. Permit Bow Opens & Buck Permit Deadline this Saturday (10/23/23)
4. Did you purchase your Fall Turkey Permit? 10/25/23)
5. Multi-Zone Permit for Deer Reg Sets 7 or 8 (10/26/23)
6. Have you Applied for your Beaver and/or Otter Permits? (10/27/23)
7. Upcoming Veterans/Active-Duty Waterfowl Hunting Day (11/2/23)
8. Gone Crabbing? Tell us about it. (11/3/23)
9. Fall into the R3 Newsletter! (11/6/23)
10. Pheasant/Quail Season Opens Saturday! (11/7/23)
11. Support Makepeace Lake WMA (11/8/23)
12. Youth Firearm Deer Day Saturday (11/14/23)

GovDelivery List numbers To Date

	11/1/2023
Freshwater Fishing	63100
Hunting	43349
Marine Fishing	59208
Wildlife	41747
Education	36581
Endangered Species	32690
Shellfish	39259
Outdoors	45369
Sparta Mt.	28157
CHANJ	32566
Marine CARES Act Information	16670
Marine Fisheries Grant and Assistance Information	3641
Total	442337

Responses to the Public Email Address

Approximately 207 emails came to the public email address. A total of 200 were either directly responded to or forwarded to agency staff for response. All others required no response.

Outstanding Deer Program

The application period ended on November 15.

We have 29 participants in the Deer Classic. All will be invited to join, even if they did not place.

Freshwater Fishing Digest

We received the second pass back from the publisher on October 26 and it was immediately sent to Freshwater Fisheries staff with a due date of November 2.

The second pass was received back from Freshwater Fisheries on November 2, reviewed, and edited further, and uploaded back to the publisher on November 6.

We received the third pass back from the publisher on November 7 and it was immediately sent to Freshwater Fisheries staff with a due date of November 14.

The third pass was received back from Freshwater Fisheries on November 14. On that date we learned that we needed to cut four pages from the digest so that 90,000 copies could be printed. If those pages were not cut, only 78,000 copies could be printed. The editor and Freshwater Fisheries Bureau Chief reviewed and edited, moved copy and were able to remove four pages of information. Pass 3 was then uploaded back to the publisher on November 15.

We await the final pass for approval.

Wildlife Conservation Corps.

The Wildlife Conservation Corps now has 4,644 members.

One volunteer opportunity was sent during this reporting period to those with a freshwater fishing interest in Atlantic County. The Hooked on Fishing Program is looking for a few volunteers to help kids with a rod and reel repair day on Saturday, December 2, 2023, at the Atlantic County Library's Galloway Township Branch.

Other

Attended interviews for the new R3 Program Specialist Trainee.

Attended the Department's GovDelivery Communications Committee Meeting.

Attended a meeting regarding relocation of the Saltwater Registry from the Department's webpage to Fish and Wildlife's Licensing site.

Attended a meeting with Bureau staff, Office of Information and Technology staff and an outside contractor regarding A/V equipment needs in the auditorium at Pequest.

Attended an in-person Governor's Surf Fishing Tournament Committee meeting at Island Beach State Park.

Attended an Angler R3 – First Catch Center Fishing event at Hackettstown Hatchery for women to learn about fishing. These workshops are introductory and cover fish biology, how to set up equipment, safety practices, bait, and tackle choices, how to cast, and fishing regulations. Participants will put their new skills to practice with a fishing experience in the hatchery ponds.

WILDLIFE INFORMATION – INTERNAL COMMUNICATION (Kathy Porutski)

Internal Communication (IC) topics that were *written or edited* and sent out this month include:

Donating Benefit Time for K. Dwyer

NOV Posting - NJFW (Assistant Biologist - Fisheries)

Marine Resources Administrator Joe Cimino Elected ASMFC Chair

Two OIS Staff Members Receive Awards for GIS Apps

Passing of ENSP Advisory Committee Member and Rutgers Professor Dr. James Applegate

Message for New P-Card Holders Experiencing Difficulties

NOV Postings (2) - NJFW (Biologist Trainee & Wildlife Worker)

October Bureau Reports

Also, during this reporting period: the Bureau of Information and Education's Monthly Report for October was compiled and edited; a fact sheet on Near Miss and On-the-Job injuries was drafted; letterhead with the new Lt. Governor's name was obtained for staff; new employee Juliette Harle (Federal Aid program) was added to the IC list; the CSC Chair National L&D Month Closing Message session was completed; the Interim Evaluation and Job Expectations for the current PAR cycle were finalized; and the NJFW Fiscal Year 2023 Annual Report was completed.

PUBLIC INFORMATION AND DIGITAL MEDIA (Jonathan Carlucci)

Publications/Graphics

- Marine Fisheries banner modifications, logos updated
- Lands Management specific logos made and shared with staff
- Business cards PDF proofs created for staff
- F&W and DEP logos modified and shared with vendors for production
- Federation of Sportsmen's Club Digest ad created for convention and awards banquet
- Brochure layout adjustments made for print – Deer Management and the Farmer
- Print request modified and new documents created for print-ready art
- 1 QR dynamic code created for staff

Social Media

Coverage of the NJDEP F&W Facebook and Instagram pages is being provided November to December including social write-ups, post scheduling and calendar updates for the period.

The DFW Facebook (FB) page had approximately **48,000** followers at the end of this reporting period.

The topic with the most reach in this period:

Eagle Scout troop leader Caitlin Sipple along with her Eagle Scout Troop 19 members showed up at Black River and White Lake Wildlife Management Areas for Project Ducky Dwellings and worked through deep mud and rain to install 7 wood duck nest boxes to provide nesting habitat in three selected ponds.

This was posted with a series of photos taken on site while documenting the event.



Posted November 14 at 11:00 AM
 Post Impressions - 10,980
 Post reach - 10,897
 Engagement - 1,084

Photography/Videography

- NJCWRP meeting with the Commissioner attended and photographed, shared with NJDEP communications staff
- Equipment deployment and transfer process begun to shift work platform
- WMA footage review for WMA of the month video production
- Document of operational intent research-stage work
- Makepeace Lake WMA footage and stills taken
- Script reviews for ENSCA project

- Commissioner ENSCA and wildlife crossings shoot, stills for the Commissioner
- ENSCA crossings photos shared with Commissioner and partner groups
- Remote ID Beacon module picked up from Trenton DEP staff
- Drone research and group communications
- Bat research survey documented in 1800's railway tunnel in Northern NJ
- Review of photos and footage, file reduction, and shared with video producer
- Production talks with staff on upcoming video projects
- Footage pulled from iCloud and put up to One Drive
- Review and upload 12 GB of footage and stills for sharing with staff

Meetings/Training

sUAS Meeting – Drone updates and modules

PAR review meeting with supervisor

New Jersey Corporate Wetlands Restoration Partnership meeting

CHANJ group promotions meeting

Outreach Group Meeting

Monthly flight training performed on sub 250g

PUBLIC INFORMATION AND DIGITAL MEDIA (Matt Hencheck)

Video Production

- *NJDEP Liberty State Park Project* video – Filmed NJDEP Commissioner LaTourette during a groundbreaking press event at Liberty State Park. The park will be undergoing construction and new additions beginning in 2024. This video is in the editing stage and should post through DEP Communications in December.
- *Wood turtle survey work* - Filmed ENSP zoologist Brain Zarate and his staff conducting wood turtle research. This footage will be used for the full ENSCA Anniversary video and other future projects.
- *Makepeace Lake Wildlife Management promo video* – Filmed landscapes of the Makepeace Lake Wildlife Management Area for the *WMA of the Month* promo video. Each month, we focus on promoting a different wildlife management area, highlighting scenic landscapes as well as the recreational uses available at each. This video was posted in early November.
- *Commissioner Tour of Assunpink* – Filmed NJDEP Commissioner Shawn LaTourette as he toured the Assunpink wildlife passage tunnels that were constructed by ENSP staff. NJFW's ENSP staff gave the Commissioner a tour of the wildlife passage tunnel work

that was completed back in 2018 and some newer additions that were also constructed locally to prevent wildlife mortality.

- *ENSCA 50th Anniversary* video – This year marks the 50th anniversary of the Endangered and Nongame Species Conservation Act. Since the spring, I have filmed and produced multiple videos covering the work by NJ Fish and Wildlife’s ENSP staff including wood turtles, bog turtles, bats, freshwater mussels, peregrine falcons, eagles, shorebirds, and forest conservation work. With each project filmed, I created a separate video of each project including a shortened version for Instagram. In addition to the individual videos, there will be a full video of the ENSCA anniversary covering all the work done by the Endangered and Nongame Species Program. This video will be posted in mid-December along with a shortened teaser version for Instagram.

SOCIAL MEDIA (Katie Paey)

Katie is currently on maternity leave.

OUTREACH (Michelle Smith)

Job support was provided to Outreach Group staff on initiatives including the bear outreach program, social media, the agency website, videography, graphics projects and administrative matters.

Biweekly Outreach Group meetings were conducted.

Outreach staff scheduling was coordinated for various projects including filming and photographing the Commissioner during various agency field work excursions.

Meetings were held with staff from the Bureau of Marine Fisheries to discuss updating the agency website with the latest Saltwater Registry information as it moves to the Electronic Licensing System for 2024.

A request for proposals was put together to solicit bids from marketing firm vendors to implement an FY2024 statewide black bear multi-media outreach campaign. Fish and Wildlife will contract with a marketing firm to commence the project in the spring 2024, with peak marketing coinciding with the spring, summer and fall bear activity periods. Millions of residents will be reached in their homes and on their mobile devices with bear safety information.

Content was prepared for the Makepeace Lake WMA of the Month promotional messages.

ePARS were completed for Outreach Group staff.

The Fish & Wildlife booth was staffed at the League of Municipalities Convention in Atlantic City.

BLACK BEAR EDUCATION PROGRAM (Lyla Kaul)

Bear Literature Distribution

More than 3,300 pieces of black bear safety literature were distributed to the following:

- County Parks
- State Parks
- Township environmental commission
- Homeschooling organization
- Public school
- Attendees of the bear exhibit

Literature Type	Amount Distributed
English Brochures	1374
Spanish Brochures	200
Kids Activity Books	1754
Camper Cards	30
Tyvek Signs	0
TOTAL	3358

Bear Presentations and Exhibits

During the reporting period, three presentations were given to 200 students at public elementary schools in Atlantic and Cumberland counties. The black bear exhibit was staffed at a nature center's event in Bergen County for a total of 240 attendees.

The bear trunk was utilized at a school in Somerset County.

Marketing Campaign

The FY23 bear education marketing campaign is wrapping up. By the end of September, the campaign garnered almost 20 million impressions, exceeding the FY22 campaign. Next, the marketing vendor will provide a final summary of the campaign. They will also conduct a post-campaign behavioral analysis survey to measure behavior change resulting from the ads.

Bear Webpages

Updated Black Bear Toolkit for Municipalities with additional social media content for the summer and fall.

Continued to work on the Bear Response Webpage for Local Law Enforcement.

Partnerships – Division of Sustainable Waste Management

Attended a roundtable meeting organized by the Division of Sustainable Waste Management regarding a pilot project that would supply municipalities with certified bear resistant containers. Presented background information on bear behavior, biology, and garbage management tips. Four municipalities have been met with regarding this project. All are very interested in participating.

Bear Lesson Plans

To provide teachers with classroom activities about black bears in New Jersey, a lesson plan was developed. The lesson plan teaches students about bear biology while employing math skills as they compare the growth and development of bears to that of humans by creating graphs. The lesson plan includes instructions, data sets, discussion questions, and an answer key.

Other

Sent out fall bear activity message through DEP's Office of Local Government Assistance. Organized bear outreach and education materials in Hunter Education building.