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Agenda

- History of Land & Water Plan
- The New Model
- Texas Conservation and Recreation Forum
- Review of Comments and Data
- The 2010 Goals
- Design and Layout

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Evolution of Land and Water Plans

- 1999 The Land and Water Plan was first required by the 77th State Legislature. Intent of the plan was to:
 - Guide the Department in conserving the state's natural and cultural heritage and in providing public access to the outdoors.
 - Specifically address conservation of land and water resources and recreation on land and water

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2002 Land & Water Plan

- **First Agency Plan**
 - Identified seven goals
 - Approved and published in 2002
 - Scheduled to be updated every ten years

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2005 Land & Water Plan

- Plan revised at request of TPW Commission
 - 8th goal added reflecting agency's commitment to improved business practices

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2005 Goals

1. Improve Public Access to the Outdoors
2. Preserve, Conserve, Manage, Operate and Promote Agency Sites for Recreational Opportunities, Biodiversity, and the Cultural Heritage of Texas
3. Assist Landowners In Managing Their Lands For Sustainable Wildlife Habitat Consistent With Their Goals
4. Increase Participation in Hunting, Fishing, Boating and Outdoor Recreation
5. Enhance the Quality of Hunting, Fishing, Boating and Outdoor Recreation
6. Improve Science, Data Collection And Information Dissemination To Make Informed Management Decisions
7. Maintain Or Improve Water Quality And Quantity To Support The Needs Of Fish, Wildlife And Recreation
8. Continuously Improve TPWD Business Management Systems, Business Practices And Work Culture

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Perceived Limitations of 2002 & 2005 Plans

- Restricted flexibility and creativity
- Loose organization
- Too detailed
- Focused on operation
- Not compelling or easily readable
- Lack of visual appeal

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2010 Land & Water Plan

- Establishes a clear vision that informs operational activities
- Creates a culture of inclusion through a bottom-up process
- Incorporates input from staff, the public, state leadership, conservation and recreation experts and other

- Publication scheduled for December

19 Plan Input

- 43 TxCRF forum meetings held
- Conservation Partners invited
 - Non-Governmental Organizations (NGOs)
 - Audubon, Coastal Conservation Assoc., National Wildlife Federation, Park People, Sierra Club, Southwestern Cattle Raisers Assoc., Rivers Institute, Texas Coalition for Conservation, TNC, TWA, etc...
 - State, regional and local governments
 - Brazos River Authority, City of Texarkana Parks & Recreation, Lower Colorado River Authority, Texas Historical Commission, Texas Department of Transportation, Texas Forest Service, Titus County Water District, Trinity River Authority, US Army Corp of Engineers, USEFWS, etc...
 - Universities
 - Stephen F. Austin State University, Sul Ross State University, Texas A&M University, Texas State University, TAMU, Sul Ross, etc...
- Public Participation

20 Public Participation

- Ten public meetings held
 - Alpine, Amarillo, Austin, Arlington, El Paso, Houston, Lufkin, Midland, Mission, San Antonio
- TPWD website
 - Land and Water Plan posted for public comment
 - Public comment period July 17 through September 18, 2009
 - 158 individuals provided comments

21 Public Concerns

- Access for Off-Highway Vehicles
- Alternative energy, especially wind
- Emphasis on hunting and fishing – Need More
- Emphasis on hunting and fishing – Too Much
- Invasive species
- Parks in/near urban centers
- Private property rights
- Public access to agency science and policy
- Regional issues
- Use of terms “diversity” and “multilingual”
- Use of term “native”

22 Examples of Response to Public Comment

- **Alternative energy**
 - IJ1: Participate in regional, state, ...scientific forums to ...address invasive species
 - IJ4: Encourage ... renewable energy projects which do not adversely affect ...
- **Invasive species**
 - IA5: Establish protocols to address invasive species ...
 - ID6: Provide technical guidance on control of invasive species ...
 - IBM: Prepare *TPWD Exotic Aquatic Species White List* ...by 2011
 - IH7: Strengthen ...regulations that minimize the introduction of ...invasive species
- **Private property rights**
 - IA3: Manage landscapes holistically...in cooperation with ...private landowners
 - IC5: Pursue funding for land acquisition ...from willing sellers
 - 2D2: Assist ...private landowners in developing ... recreational venues...
- **Urban parks**
 - 2AM: Add 4,000 acres of state park land by 2012
 - 2A8: Seek opportunities to create new state parks ... near metropolitan centers
 - 2BM: Acquire property for a new state park in the DRFW area using proceeds ...


23 Important Concepts

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- Advocacy
- Conservation alternatives to TPWD ownership
- Education
- Emerging issues
- Endangered species & species of concern

stakeholders

- Demonstrates readability, ease of use, adaptability, sustainability, flexible, less need for constant updating
- Drives behavior at all levels that is consistent with the mission

9  **Overview of Model**

10  **Mission Focused**

11  **Agency Mission**

12  **Tx Conservation & Recreation Forum**


13  **What is the
Texas Conservation & Recreation Forum?**

- Venue for ongoing communication and scientific collaboration
- 12 regional forums based on major watersheds
- Consists of both internal staff and external partners

14  **TxCRF Purpose**

- **Provide statewide leadership**
 - Facilitate dialogue with regional and statewide stakeholders
 - Conservation partners, NGOs, private landowners, other government conservation agencies, etc.
 - Foster conservation partnerships
 - Identify landscape-scale conservation initiatives
- **Ensure ground-up staff involvement**
- **Stay current with changing priorities and emerging issues**
- **Identify priorities for focusing resources on greatest conservation and recreation needs**

15  **WHAT WE NEED TODAY – Direction on Model**

16  **Land & Water Plan**

17  **Land and Water Plan Audience**

1. Texas Parks and Wildlife Department
2. Texas Legislative Leadership
3. TPWD Conservation and Recreation Stakeholders
4. TPWD Constituents
5. Texans

18  **2009 Update Schedule**

- Comments solicited from staff and external partners through September
 - TxCRF meetings and internal staff meetings
 - Thousands of comments received and reviewed
- Public Input
 - Draft plan posted on web, June 17 – September 18
 - Public meetings held July 20 – September 14
 - Hundreds of public comments received and reviewed
- Preliminary Commission review, October 6-7
- Formal Commission review and approval, November 4-5

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- Invasive, exotic and feral species
- Partnerships (public/private)
- Private property rights
- Public hunting
- Regulatory efficacy & simplicity
- Science – best available
- Urban audiences and changing demographics
- Water
- Youth and “future generations”

24 Review of State Plans

- Identified seven states similar to Texas
 - Private land states; majority of land in private ownership
 - Agencies managed for both park recreation and wildlife conservation
 - Georgia, Kansas, Minnesota, Missouri, Nebraska, South Dakota, Washington
- Reviewed various conservation organization documents
 - The Nature Conservancy
 - North American Bird Conservation Initiative

25 Review of Significant Conservation and Recreation Studies

- *2006 National Survey of Fishing, Hunting and Wildlife-Associated Recreation: Texas*
 - US Census Bureau, 2006
 - Survey data from 1991 – 2006 collected by the Census Bureau for the US Fish and Wildlife Service.
- *Texas in Focus: A Statewide View of Opportunities*
 - Texas Comptroller of Public Accounts, January 2008
 - An overview of the issues and opportunities Texas faces as it nears the end of its second century. It is designed to empower Texas leaders and decision makers statewide with data that demands attention for the road ahead.
- *Texas Land Trends*
 - Texas A&M University and American Farmland Trust, 2008
 - Data and trends on the 142 million acres of private farms, ranches, and forestlands.

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- *Texas Parks & Conservation Issues*
 - Hill Consultants with Texas Coalition for Conservation, February 2009
 - A survey documenting strong and broad-based support for committing public resources to outdoor recreation and conservation in Texas.
- *Texas State Parks: Natural Economic Assets*
 - Texas Comptroller of Public Accounts, September 2008
 - Findings which demonstrate the favorable impact that the state parks have on the Texas economy and the positive returns the state receives on its financial investments to operate, maintain and preserve these crown jewels of Texas.
- *Texas Parks & Wildlife for the 21st Century: An overview of the Texas Tech University Studies in Conservation and Recreation for the Coming Decades*
 - Texas Tech University, November 2001
 - Important points of agreement where researchers, public opinion, demographic projections, professional analysis and the inventory of resources all came together to indicate the state's most pressing conservation needs and problems.

27 Review of Agency Plans

28 2010 Plan

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Significant changes to the 2010 Land and Water Plan

- The number of goals has been reduced from 8 to 4
- The 2010 Plan has been shortened from the 2005 Plan
- Focus on compelling vision
- Color photographs underscore and highlight the principles of the Plan and the work of the agency

30 Plan Elements

- **Outline**
 - Goals, objectives, bullets
- **Narratives**
 - Important topics
 - Broad and informative
- **Text boxes**
 - Philosophical quotes
 - Statistics or interesting information
 - Measurable deliverables

31 I. Practice And Encourage Science-based Stewardship Of Natural And Cultural Resources

Texans should strive to conserve, manage and restore the vitality of our terrestrial and aquatic ecosystems to protect the rich natural and cultural legacy of Texas. Science and experience drive our understanding of natural systems and allow us to anticipate changes and to address emerging issues that impact fish and wildlife resources. Relevant science informs our Commission and focuses the actions of staff, constituents, and partners on the highest priority needs.

32 I. Big Picture

- Take care of what we own and operate
- Encourage others to take care of the rest
- Partner with other organizations to protect cultural and natural resources
- Use best available science as the backbone of decision-making
- Maintain flexibility and ability to respond to emerging issues

33 2. Increase Access To And Participation In The Outdoors

Access to a variety of outdoor experiences is critical for Texans' health and quality of life. As the vast majority of Texans reside in large urban areas, there is a great need to provide a wide range of affordable and accessible outdoor recreational and educational opportunities. Charged with this task, TPWD must remain relevant and engaged with citizens from all walks of life while maximizing the use of limited public lands and incentivizing public access to private lands.

34 2. Big Picture

- Encourage people to get outdoors
- Provide recreational opportunities
- Maintain facilities that are attractive and functional
- Create new constituencies
- Acquire more venues for conservation and recreation

35 3. Promote Advocacy for Fish, Plants, Wildlife and Cultural Resources

Texas has a vast diversity of ecosystems and resources, many of which are unique to Texas. These landscapes transcend political and ownership boundaries. As a result, wide-ranging awareness and cooperation are critical for effective stewardship. It is essential that we develop an array of public and private strategies that build broad-based support for successful and adaptive management, restoration, and conservation.

36 3. Big Picture

- Increase public awareness of importance of cultural and natural resources
- Create programs that sustain the connection of Texans to nature, hunting, fishing and outdoor recreation

- Promote active involvement of the public in the conservation of cultural and natural resources

37  **4. Employ Efficient, Sustainable, And Credible Business Practices**

Efficient and effective management of people, assets and finances is critical for the success of any organization's operation. Responsiveness, transparency, and accountability are cornerstones of our commitment to the public. In addition, we will strive to eliminate communication boundaries by using a cross-divisional, multi-disciplinary and skilled workforce.

38  **4. Big Picture**

- Utilize business practices that are transparent and consistent with industry standards
- Recognize and value the mutual importance of sound business practices and sound conservation practices
- Prioritize limited resources to maximize conservation outcomes
- Hire, train and retain the best and brightest

39  **WHAT WE NEED TODAY – Direction on Goals**

- Practice and encourage stewardship
- Increase participation and access
- Advocate for fish and wildlife and outdoor recreation
- Employ acceptable business practices

40  **Narratives**

- Letter to the People of Texas
 - History, use and need for the Land & Water Plan
- Welcome to Texas
 - Conservation challenges, biodiversity of Texas and history of TPWD
- People of Texas
 - Demographics of Texas, our cities and the importance of public land
- Water
 - Importance of management of the variety of Texas waters

41  **Narratives**

- Outdoor Recreation
 - Importance of outdoor recreation and description of TPWD lands
- Hunting & Fishing Heritage
 - History of hunting and fishing and the role of hunters and fishers in conservation
- Texas Game Wardens
 - Details the many roles and responsibilities of our Game Wardens
- Call To Action
 - Recap of challenges and opportunities to get involved

42  **Call Out Boxes**

- Quotes – memorable statements from well-known conservationists
- Interesting Facts – public attitude and conservation by the numbers
- Deliverables – quantifiable targets for measuring agency performance

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44  **2005 Plan Sample Pages**

45  **2010 Layout Examples**

46  WHAT WE NEED TODAY

Direction on Layout

- Goals and Objectives
- Narratives and Call Out Boxes
- Landscape Format
- Color Photographs

47  **Electronic Land & Water Plan**

- **Internal Links**
 - *Natural Agenda*
 - *Wildlife Action Plan*
 - Division operating plans
 - Restoration & recovery plans
 - Maps and other supporting documents
- **External Links**
 - NGO conservation & recreation plans
 - Government conservation & recreation plans
 - Other conservation partners
- **Expected production date 2010**

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