

# Project Abstract Summary

*This Project Abstract Summary form must be submitted or the application will be considered incomplete. Ensure the Project Abstract field succinctly describes the project in plain language that the public can understand and use without the full proposal. Use 4,000 characters or less. Do not include personally identifiable, sensitive or proprietary information. Refer to Agency instructions for any additional Project Abstract field requirements. If the application is funded, your project abstract information (as submitted) will be made available to public websites and/or databases including USAspending.gov.*

\* Funding Opportunity Number

F-FWS-WSFR-23-001

CFDA(s)

15.628

\* Applicant Name

COUNCIL TO ADVANCE HUNTING AND THE SHOOTING SPORTS

\* Descriptive Title of Applicant's Project

Expanding and Improving the Real-time License Data Dashboard

\* Project Abstract

Effective monitoring and evaluation of hunting and fishing recruitment, retention, and reactivation (R3) efforts and trends require timely, reliable, participation insights. Until the development of the license sales dashboard, such information was not available regionally or nationally. To better serve states, the current license dashboard is being upgraded, some semi-annual to daily reporting capability. Report elements include the number of unique license buyers, churn rates, trends in first-time license buyers and more. However the license sales dashboard needs to expand from 12 states to at least 26 or more, to reliably report R3 trends. Dependable data will enable the R3 community to quickly identify if R3 applications are effective, when new direction is needed, and how current events impact participation. To improve reliability, this proposal focuses on expanding the number of participating states to 35, implementing reporting improvements, expanding awareness of the real-time dashboard's availability and benefits, and collaborating with the R3 community to find long-term funding support. States are not required to provide funds and states with their own dashboards are asked to continue sharing data with this effort. States do not need to share personally identifiable information (PII) of license purchasers such as names and addresses to participate. The Council to Advance Hunting and the Shooting Sports (Council) will manage and devote staff time to this project using other funds and will not keep any funds from this award.