

Sacramento Feb. 25-26, 2010 - group 1

	Check one category for each row			Suggestions for rewording objectives	Measureable Attributes
	Not an Objective	Fundamental Objective	Means Objective		
1. Promote a conservation ethic in the general public		see below		insert waterfowl before conservation, remove general - merged with 16	dollars, background knowledge of waterfowl management enterprise
2. Maximize waterfowl harvest			X	don't use maximize, should this be max hunter opportunity, consider a time element - max long term harvest - long term	
3. Maximize hunter satisfaction			X	add opportunity	hard to formulate an attribute, scale dependent
4. Promote non-consumptive uses of waterfowl			X		
5. Maintain landscapes capable of sustaining waterfowl populations in perpetuity		X			wetland acres (national wetlands inventory) gains and losses, habitat quality
6. Increase the understanding of ecological mechanisms driving changes in waterfowl abundance and waterfowl landscapes			X		
7. Expand the sources and amount of funding for waterfowl conservation activities			X		
8. Perpetuate the tradition of waterfowling		X			increase hunter numbers (with age structure)/increase public perception
9. Minimize harvest of under-abundant waterfowl species			X	re-word under-abundant to below population goal	
10. Minimize loss and degradation of wetlands and associated uplands			X		
11. Provide more public hunting opportunities			X	combined with #3, public may be too narrow relative to #3	
12. Minimize the detrimental effects of over-abundant populations (e.g. depredation, habitat destruction)			X		
13. Maintain/establish regulations that are simple and will lead to high compliance rates among hunters			X		
14. Maintain healthy waterfowl populations as part of the North American fauna		X			BPOPs
15. Maximize ecological goods and services derived from wetlands and associated uplands managed for waterfowl		X		merge with #5 above	
16. Increase public support for waterfowl conservation		X		merge with #1	dollars allocated to waterfowl conservation, (duck stamp sales) non-hunting revenue, Agency outreach efforts
17. Increase waterfowl hunter participation			X		

18. Ensure that no species of waterfowl falls below population levels necessary for long-term viability.				merge with 14 above	
19. Increase and improve duck breeding habitat			X		
20. Ensure cooperation among jurisdictions (state, flyway, partners, etc.).			X		
21. Increase and improve duck wintering habitat			X	could be included in 5	
22. Maximize the efficiency and effectiveness of the infrastructure and funding for waterfowl conservation			X		
23. Provide maximum hunting opportunity.				covered in #3 above	
24. Maintain the social license to hunt			X		
25. Increase duck recruitment			X		
26. Increase and improve duck migration habitat			X		
27. Reduce mortality from disease and contaminants			X		
28. Maintain a broad fall and winter distribution of waterfowl			X	achieve rather than "maintain"	
29. Establish the infrastructure needed to ensure coherence in waterfowl management			X	infrastructure could be thought of as educational institutions to develop future bios/managers; unify harvest and habitat objectives	
30. Formalize the institutions needed to incorporate human dimensions into waterfowl management decisions			X		
31. Increase hunter education and communications efforts			X	provide rather than increase	
32. Perpetuating the waterfowl conservation profession			X		
33. Develop adaptive strategy in response to climate change to insure healthy landscapes and populations					
34. Promote landuse policy to conserve and enhance waterfowl habitats					
35. Inform landuse policy that results in healthy landscapes and duck populations					

	Check one category for each row			Suggestions for rewording objectives	Measureable Attributes
	Not an Objective	Fundamental Objective	Means Objective		
1. Promote a conservation ethic in the general public			X	ADD "WATERFOWL" CONSERVATION	
2. Maximize waterfowl harvest			X		
3. Maximize hunter satisfaction			X	"SATISFACTION" - OPPORTUNITIES NEED TO BE INCLUDED	
4. Promote non-consumptive uses of waterfowl			X		
5. Maintain landscapes capable of sustaining waterfowl populations in perpetuity		X		"SUSTAIN" DOESN'T CAPTURE THE DYNAMICS - HOWEVER PROBABLY OK AS LONG AS IT DOESN'T IMPLY STABILITY	NET LANDSCAPE CHANGE LINKED TO PREDICTED WATERFOWL RESPONSE. QUANTITY, QUALITY, AND DISTRIBUTION OF HABITAT - WETLANDS AND ASSOCIATED UPLANDS - NEED TO BE LINKED TO "WATERFOWL TERMS" - THERE ARE ISSUES OF SCALE - LINK BIRD USE TO HABITAT FEATURES. REQUIRES MANAGERS TO PREDICT THE OUTCOME.
6. Increase the understanding of ecological mechanisms driving changes in waterfowl abundance and waterfowl landscapes			X		
7. Expand the sources and amount of funding for waterfowl conservation activities			X		
8. Perpetuate the tradition of waterfowling		X		DISCUSSION OF "QUALITY OF LIFE" AS THE BIGGER FUNDAMENTAL OBJECTIVE - HOWEVER, A DESIRE TO MAINTAIN THE IDENTITY OF WATERFOWLING - COULD BE TOO NARROW IF ONLY WATERFOWL	AT FIRST - DUCK STAMP SALES; HOWEVER, ADDITIONAL MEASURES WOULD CAPTURE "TRADITION." THIS COULD INCLUDE NUMBER OF PRIVATE DUCK CLUBS (ALTHOUGH QUESTIONS ABOUT ROLE OF PRIVATE CLUBS), MEASURE OF PUBLICS ACCEPTANCE OF WATERFOWLING, PROPORTION OF STAMP SALES WHO ARE "ACTIVE," NUMBER OF PROGRAMS PROVIDING PUBLIC HUNTING
9. Minimize harvest of under-abundant waterfowl species	X			A MANAGEMENT ACTION - NOT AN OBJECTIVE	
10. Minimize loss and degradation of wetlands and associated uplands			X		
11. Provide more public hunting opportunities			X		
12. Minimize the detrimental effects of over-abundant populations (e.g. depredation, habitat destruction)			X		
13. Maintain/establish regulations that are simple and will lead to high compliance rates among hunters			X	SOMEWHAT OF A SUBSET OF OTHER MEANS	
14. Maintain healthy waterfowl populations as part of the North American fauna		X			BREEDING POPULATION SURVEY (CONTINENTAL) - IF "PART OF NA FAUNA" IS INCLUDED - IT PRESENTS A MUCH BIGGER CHALLENGE TO MONITORING - DOES NOT ACKNOWLEDGE THE ISSUES OF DISTRIBUTION

15. Maximize ecological goods and services derived from wetlands and associated uplands managed for waterfowl			X	WITH WATERFOWL AS THE PLAN id - THIS BECOMES A MEANS	
16. Increase public support for waterfowl conservation			X	A SUBSET OF #1	
17. Increase waterfowl hunter participation			X	MEANS TO GET TO #8	
18. Ensure that no species of waterfowl falls below population levels necessary for long-term viability.			X	MEANS TO #14	
19. Increase and improve duck breeding habitat			X	A SUBSET OF #5	
20. Ensure cooperation among jurisdictions (state, flyway, partners, etc.).			X	A MEANS #14	
21. Increase and improve duck wintering habitat			X	AT SOME POINT, DO WE STILL NEED TO "INCREASE" HABITAT?	
22. Maximize the efficiency and effectiveness of the infrastructure and funding for waterfowl conservation			X		
23. Provide maximum hunting opportunity.			X		
24. Maintain the social license to hunt			X		
25. Increase duck recruitment			X		
26. Increase and improve duck migration habitat			X		
27. Reduce mortality from disease and contaminants			X		
28. Maintain a broad fall and winter distribution of waterfowl			X		
29. Establish the infrastructure needed to ensure coherence in waterfowl management			X		
30. Formalize the institutions needed to incorporate human dimensions into waterfowl management decisions			X		
31. Increase hunter education and communications efforts			X		
32. Conservation of waterfowl landscapes as an integral part of the quality of life in North America		X		OR INTEGRATE INTO #5	PERCENT OF NA POPULATION WHO SUPPORT WATERFOWLING

Sacramento Group 3 Feb 25-26, 2010

	Check one category for each row			Suggestions for rewording objectives	Measureable Attributes
	Fundamental Objective	Means Objective	Not an Objective		
1. Promote a conservation ethic in the general public			X		
2. Maximize waterfowl harvest			X		
3. Maximize hunter satisfaction		X			Multiple: days afield, birds/hunter, # hunters
4. Promote non-consumptive uses of waterfowl			X		
5. Maintain landscapes capable of sustaining waterfowl populations in perpetuity	X				
6. Increase the understanding of ecological mechanisms driving changes in waterfowl abundance and waterfowl landscapes		X			
7. Expand the sources and amount of funding for waterfowl conservation activities		X			
8. Perpetuate the tradition of waterfowling	X				
9. Minimize harvest of under-abundant waterfowl species			X		
10. Minimize loss and degradation of wetlands and associated uplands		X			
11. Provide more public hunting opportunities		X			
12. Minimize the detrimental effects of over-abundant populations (e.g. depredation, habitat destruction)		X			
13. Maintain/establish regulations that are simple and will lead to high compliance rates among hunters		?	?		
14. Maintain healthy waterfowl populations as part of the North American fauna	X				
15. Maximize ecological goods and services derived from wetlands and associated uplands managed for waterfowl			X		
16. Increase public support for waterfowl conservation		X			
17. Increase waterfowl hunter participation		X			
18. Ensure that no species of waterfowl falls below population levels necessary for long-term viability.		X			
19. Increase and improve duck breeding habitat		X			
20. Ensure cooperation among jurisdictions (state, flyway, partners, etc.).		X			

21. Increase and improve duck wintering habitat		X			
22. Maximize the efficiency and effectiveness of the infrastructure and funding for waterfowl conservation		X			
23. Provide maximum hunting opportunity.		X			
24. Maintain the social license to hunt		X			
25. Increase duck recruitment		X			
26. Increase and improve duck migration habitat		X			
27. Reduce mortality from disease and contaminants		X		27. Reduce mortality from disease, predation and contaminants	
28. Maintain a broad fall and winter distribution of waterfowl		X			
29. Establish the infrastructure needed to ensure coherence in waterfowl management		?	?		
30. Formalize the institutions needed to incorporate human dimensions into waterfowl management decisions			X		
31. Increase hunter education and communications efforts		X			
32. Garner support from lawmakers for habitat conservation		X			
33 Maintain or increase training capacity for new waterfowl professionals		X			
34 Reinvigorate a broader-based education in the principals of waterfowl management		X			
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