

PA Fish & Boat Commission FY 20-21 Operational Plan

* Note - Ongoing goals and sub-goals are highlighted with color corresponding to the associated strategic priority

Strategic Priority	First Year Due Dates	First Year Goals July 1, 2020-June 30, 2021	Status	Notes
Sport Fish Management	Ongoing	3. Continue to rear and stock fish to re-establish populations in lakes and provide angling opportunities per fisheries management plans.	Green	Fish species are being reared at hatcheries according to management plans and stocking requests. Fall trout stocking started on 10/01/20 and the information is provided on the PFBC website as "week of" stocking dates and locations.
Sport Fish Management	Ongoing	5. Continue scientific aquatic resource assessments, monitoring, and reporting at levels needed to provide effective management.	Green	

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Sport Fish Management	Ongoing	5.a. Conduct mandated annual sampling and long-term monitoring of anadromous species populations in the Delaware River in accordance with the Atlantic States Marine Fisheries Commission and Mid-Atlantic Fishery Management Council, which provide legal sport fishing opportunities to anglers.	Yellow	<ul style="list-style-type: none"> • Finalized regulations requiring anglers fishing for Striped Bass in the tidal Delaware River Estuary and tidal portions of tributaries to use circle hooks while bait fishing and to follow new slot length limits. • Participated in the Atlantic States Marine Fisheries Commission (ASMFC) American Eel Technical Committee data workshop and presented American Eel sampling data. • Began preparing the 2020 ASMFC annual Striped Bass compliance report and estimating ages of Striped Bass. • Compiled 2020 Delaware River Striped Bass tagging data for reporting to the USFWS. • Began updating the PFBC American Shad Management Plan.
Sport Fish Management	Ongoing	5.b. Participate in Lake Erie and Great Lakes Fishery Commission management committees.	Green	The PFBC continues to participate in the Great Lakes Fisheries Commission (GLFC) and GLFC's Lake Erie Committee process at all levels through monthly tele-meetings.

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Sport Fish Management	Ongoing	5.c. Participate in interstate fisheries management with neighboring states (DE, MD, NJ, NY, OH, and WV) and other wildlife management organizations (e.g., Mississippi Interstate Cooperative Resource Association).	Green	The PFBC continues to participate in the Great Lakes Fisheries Commission (GLFC) and GLFC's Lake Erie Committee process at all levels through monthly tele-meetings. Dates and format for the 03/21 Lake Committee Meetings are being finalized. The meetings will be virtual.
Sport Fish Management	Ongoing	6. Continue to review, update, and implement management plans for sport fish species.	Green	
Sport Fish Management	June 30, 2021	6.a. By June 30, 2021, complete and implement the <i>Black Bass Fisheries Management Plan</i> .	Yellow	A supporting human dimension bass tournament angler study concluded with summary underway. Extension of the survey caused minor delay. Extraction of agency data elements or parameters is largely complete. Data verification has caused delays, but the plan should meet deadlines and agency data integrity requirements.
Sport Fish Management	December 31, 2020	6.b. By December 31, 2020, complete and implement an update of the <i>Walleye Fisheries Management Plan</i> .	red	Final Draft of Walleye Plan update was submitted internal approval. Plan update is already being implemented.

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Sport Fish Management	December 31, 2020	6.c. By December 31, 2020, complete and implement an update of the <i>Trout Fisheries Management Plan</i> .	Green	Plan is finalized and is available on the PFBC website.
Sport Fish Management	December 31, 2020	6.d. By December 31, 2020, complete and implement an update of <i>Operational Guidelines for the Management of Trout Fisheries in Pennsylvania Waters</i> .	Red	Guidelines are in the final review stages and should be finalized on or before 02/21.
Sport Fish Management	Ongoing	7. Continue to protect, conserve, and enhance the Commonwealth's aquatic resources through modern conservation law enforcement practices.	Green	
Sport Fish Management	Ongoing	7.a. Conduct overt and covert patrols to address fishing violations.	Green	
Sport Fish Management	Ongoing	7.b. Conduct specialized fisheries details to address complaint areas for over-harvesting and poaching.	Green	
Sport Fish Management	Ongoing	7.c. Establish routine presence at known fish markets to address commercial fishing regulations for both indigenous and imported species.	Green	
Sport Fish Management	June 30, 2021	8. By June 30, 2021, identify and begin to implement strategies that address climate change impacts on habitat, fish species, and angler behavior.	Green	A multidisciplinary team of PFBC staff is anticipated to begin addressing this goal by 02/21.

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Sport Fish Management	June 30, 2021	11. By June 30, 2021, conduct an evaluation of the PFBC's voluntary permit program to gauge the effectiveness of directing additional resources to specific projects.	Green	
Non-Game Species, Aquatic Resources & Habitat Conservation	Ongoing	12. Annually propagate and stock mussels following the <i>Freshwater Mussel Propagation Plan for Union City State Fish Hatchery</i> .	Green	Mussel propagation systems are in place at the Union City State Fish Hatchery and staff are fine-tuning protocols and methods for host fish infestation and rearing of transformed juveniles.
Non-Game Species, Aquatic Resources & Habitat Conservation	June 30, 2021	13. By June 30, 2021, complete unassessed mussel sampling protocol.	Green	The unassessed mussel sampling protocol has been drafted and is currently under review.
Non-Game Species, Aquatic Resources & Habitat Conservation	Ongoing	14. Annually survey at least 500 priority unassessed streams for wild trout as part of the unassessed waters initiative.	Yellow	Numbers may be limited by reductions in sampling due to COVID-19.

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Non-Game Species, Aquatic Resources & Habitat Conservation	December 31, 2020	16. By December 31, 2020, initiate a 5-year partnership to expand the stream habitat program to perform stream corridor Best Management Practices (BMPs) to improve local water quality and fish habitat and contribute to the goals of the <i>Pennsylvania Chesapeake Bay Watershed Implementation Plan</i> and the <i>Chesapeake Bay Watershed Agreement</i> .	Green	A partnership was initiated to expand the PFBC's efforts in the Chesapeake Bay Watershed. Through the EPA's Chesapeake Bay Implementation Grant Program, PFBC was approved for a \$3,814,646 project over the next four years. The PFBC created a Chesapeake Bay Watershed Habitat Unit within our Stream Habitat Section to implement this project.
Non-Game Species, Aquatic Resources & Habitat Conservation	Ongoing	17. Continue to work with partner organizations to coordinate and implement connectivity plans that improve fish passage.	Green	Although the PFBC's Fish Passage Biologist position is currently vacant, staff continue advancing fish passage improvement plans by working with partner organizations. PFBC staff also are helping to organize and participate in the PA Aquatic Connectivity Team activities.
Non-Game Species, Aquatic Resources & Habitat Conservation	Ongoing	17.a. Maintain the PFBC's position as a national leader in small dam removal.	Green	The PFBC's Fish Passage Biologist position is currently vacant, but PFBC staff continue to work with partner organizations to continue making progress on small dam removal projects.

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Non-Game Species, Aquatic Resources & Habitat Conservation	Ongoing	17.b. Identify and prioritize culvert replacement opportunities.	Green	The PFBC's Fish Passage Biologist position is currently vacant, but PFBC staff continue to work with partner organizations to identify and prioritize culvert replacement projects.
Non-Game Species, Aquatic Resources & Habitat Conservation	Ongoing	17.c. Identify and prioritize water quality improvements to eliminate chemical or pollution blockages to fish movement.	Yellow	Limestone sand dosing projects are ongoing.
Non-Game Species, Aquatic Resources & Habitat Conservation	December 31, 2020	18. By December 31, 2020, expand habitat management to include non-game species.	Yellow	Turtle basking platforms for Red-bellied Turtles and large flat stones for Eastern Hellbender habitat are ongoing projects.
Non-Game Species, Aquatic Resources & Habitat Conservation	Ongoing	18.a. Continue to coordinate and implement habitat management for species of greatest conservation need per the <i>Pennsylvania Wildlife Action Plan</i> to include Timber Rattlesnake, Eastern Massasauga Rattlesnake, and Bog Turtle.	Green	PFBC staff are coordinating drone imagery work at an endangered reptile site to document conditions before and after a future habitat management project.
Non-Game Species, Aquatic Resources & Habitat Conservation	Ongoing	18.b. For PFBC properties, develop and/or implement one management plan per year.	Green	PFBC staff are coordinating with partners to implement riparian forested buffers on four PFBC access areas.

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Non-Game Species, Aquatic Resources & Habitat Conservation	Ongoing	18.c. For other public lands, develop and/or implement one management plan per year.	Green	PFBC continues to coordinate with DCNR and PGC to design and implement habitat improvement projects on their properties.
Non-Game Species, Aquatic Resources & Habitat Conservation	Ongoing	20. Continue to implement climate change adaptation strategies outlined in the <i>Pennsylvania Wildlife Action Plan</i> .	Green	The PFBC participates in a Northeast Climate Working Group, which fosters climate change relevant communications among state, federal and non-governmental organizations.
Non-Game Species, Aquatic Resources & Habitat Conservation	Ongoing	23. Continue to support the PFBC pollution response and investigation responsibilities.	Green	
Non-Game Species, Aquatic Resources & Habitat Conservation	Ongoing	23.c. Regularly conduct pollution investigation refresher training for field staff.	Green	

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Non-Game Species, Aquatic Resources & Habitat Conservation	December 31, 2020	23.d. By December 31, 2020, implement statewide interagency response strategy for Harmful Algal Blooms (HABs) to mitigate potential dangers to public health, water quality, water-based recreation, and aquatic resources.	Red	The PFBC continues to regularly participate in the HAB Policy Task Force, which is the group developing a statewide interagency response strategy plan. However, the plan has not been finalized and approved by all agencies involved.
Non-Game Species, Aquatic Resources & Habitat Conservation	Ongoing	24. Continue to implement restoration/recovery plans for Dunkard Creek, Sinnemahoning Creek, and Texas Eastern pollution events.	Green	The PFBC continues to collect broodstock (Plain Pocketbook, Kidneyshell, Creeper, Wavy-Ray-ed mussels) for propagation in the Union City State Fish Hatchery (UCFSH). The PFBC acquired a State Wildlife Grant to further support mussel propagation efforts at UCFH.
Recreational Boating	March 31, 2021	25.a. By March 31, 2021, develop and begin implementing a non-powered boat safety education and outreach initiative designed to reduce the annual fatality rate in this user group.	Green	Safe paddling micro-learning videos were filmed and released to the public via PFBC social media outlets. These messages highlighted basic knowledge and how to maintain safety. The messages were not limited to just paddling as general water/swimming safety was addressed.

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Recreational Boating	June 30, 2021	25.b. By June 30, 2021, develop online materials so that every non-powered boater in the Commonwealth has access to information that highlights the responsibilities, risks, and proper protocols of safe non-powered boating.	Green	
Recreational Boating	December 31, 2020	25.c. By December 31, 2020, provide retailers with information to include with the sale of non-powered watercraft that highlights the responsibilities, risks, and proper safety protocols.	Green	WCOs have delivered safety messaging to paddlesport retailers within their districts. This was the second year for this messaging. Plans are to distribute the same "Beginners Guide to Safer Paddling" again in the spring of 2021.
Recreational Boating	Ongoing	26. Continue to standardize boat operation and enforcement training by using the National Association of State Boating Law Administrators (NASBLA) nationally recognized programs.	Green	
Recreational Boating	Ongoing	27. Maintain the PFBC's status as the national leader in water rescue to benefit all Pennsylvanians.	Green	
Recreational Boating	Ongoing	27.a. Continue to implement and improve training for first responders, all WCOs, the PA-Helicopter Aquatic Rescue Team (PA-HART), and Swiftwater Emergency Response Team (SWERT).	Yellow	Most training is on hold due to COVID.

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Recreational Boating	Ongoing	27.b. Continue to facilitate quarterly training exercises to ensure readiness and ability to work with other Commonwealth agencies.	Yellow	Most training is on hold due to COVID.
Recreational Boating	Ongoing	28. Continue to facilitate water trail development and promotion in conjunction with partner organizations to accommodate the increased interest in non-powered boating.	Green	
Recreational Boating	Ongoing	30. Continue to improve boating opportunities and convenience in the Commonwealth.	Green	
Recreational Boating	Ongoing	30.a. Continue to implement the renewed Boating Facilities Grants program to allow partners to update and maintain public boating access.	Green	
Recreational Boating	June 30, 2021	30.b. By June 30, 2021, change the boat registration expiration date to December 31 to have the expiration date coincide with the calendar year.	Green	Draft legislation to enact this change has been developed for introduction as the Pennsylvania 2021-2022 state legislative voting session begins. A legislative prime sponsor is being identified.

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Recreational Boating	June 30, 2021	30.c. By June 30, 2021, begin issuing temporary launch permits for unpowered watercraft to improve the overall efficiency of the permitting process.	Green	The sale of launch permits is now available through the PALS 2.0 platform. Every fishing license issuing agent, and now boat registration agents, is able to sell permits. Permits also can be bought online at one's residence or from a mobile device.
Recreational Boating	June 30, 2021	31.a. By June 30, 2021, develop a prioritized list of actions to improve user experiences at PFBC properties based upon evaluation data from field staff and the public.	Green	
Employee Investments and Agency Organization	June 30, 2021	32.a. By June 30, 2021, develop an organizational needs assessment to determine person-specific and position-specific training needs.F	Green	
Employee Investments and Agency Organization	June 30, 2021	33.a. By June 30, 2021, administer self-assessment tools to improve communication, teamwork, and personal growth among PFBC management employees.	Green	
Employee Investments and Agency Organization	June 30, 2021	34.a. By June 30, 2021, implement annual PFBC new employee orientation program to provide an overview of the agency, its operations, and employee resources.	Green	

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Employee Investments and Agency Organization	December 31, 2020	34.d. By December 31, 2020, develop an experiential learning program to allow staff to spend at least one day per year assisting with an activity conducted by a different bureau within the PFBC to build camaraderie, learn about other functional areas, and encourage collaboration across bureaus.	Red	Draft plan was developed and distributed for internal review. Final adjustments are in process.
Employee Investments and Agency Organization	December 31, 2020	35. By December 31, 2020, implement a means of sharing information electronically about staff and Commission activities.	Green	The first edition of a new quarterly newsletter was released to employees on 12/23/21.
Employee Investments and Agency Organization	June 30, 2021	36. By June 30, 2021, implement PFBC employee appreciation event that enhances employee awareness of the agency's mission and builds a sense of community.	Green	
Employee Investments and Agency Organization	December 31, 2020	37. By December 31, 2020, convene a workgroup of PFBC employees to review recommendations put forth in the Fish and Wildlife Relevancy Roadmap as well as other relevant sources, and provide recommendations for promoting diversity and inclusion within the agency.	Green	Eighteen staff volunteered to be part of the workgroup. The workgroup members represent a cross section of employees. The initial meeting occurred on 10/06/20 and additional meetings are being planned and scheduled.

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Employee Investments and Agency Organization	Ongoing	38. Regularly distribute job postings and routinely collaborate with the Governor's Advisory Commissions (African American Affairs, Asian American Affairs, Latino Affairs, and LGBTQ Affairs) to help the PFBC with its diversity and inclusion efforts.	Green	
Employee Investments and Agency Organization	June 30, 2021	39. By June 30, 2021, require mandatory Equal Employment Opportunity (EEO) diversity training for supervisors and management.	Green	
Employee Investments and Agency Organization	Ongoing	40.a. Ensure the PFBC Safety Committee is comprised of at least 50% union-covered employees.	Green	In late 2019/early 2020, the safety committee was reinvigorated and AFSCME actively participated in our efforts. This will continue.
Employee Investments and Agency Organization	Ongoing	42. Regularly review, update, and maintain the PFBC's Continuity of Operations Plans (COOPs), division operational plans, Standard Operation Procedures (SOPs), directories, and other reference materials.	Green	
Communications and Marketing	December 31, 2020	43. By December 31, 2020, implement an agency-wide approach to messaging and imaging that provides clarity and consistency across all platforms.	Red	Due to significant delays regarding logo, the project is delayed.

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Communications and Marketing	December 31, 2020	43.a. Conduct an audit of current branding at PFBC.	Green	
Communications and Marketing	December 31, 2020	43.b. Identify and communicate approved uses of agency logos.	Red	Due to significant delays regarding logo, the project is delayed.
Communications and Marketing	December 31, 2020	43.c. Develop an agency style guide for electronic and written communications.	Red	Due to significant delays regarding logo, the project is delayed.
Communications and Marketing	June 30, 2021	44. By June 30, 2021, implement a comprehensive communications strategy that increases public awareness and engagement with respect to the PFBC's programs and the resources entrusted to the PFBC.	Green	Work continues through a synergistic approach among all bureaus to share information through news releases, online video resources, and social media posts. Targeted follow up with media outlets to keep the PFBC in the earned media category has been successful. Creation of a Virtual Outdoor Expo featuring agency-wide staff to discuss various topics in an interactive online forum is a good example of implementation.
Communications and Marketing	June 30, 2021	44.a. Develop best practices for frequency, content, and delivery methods.	Green	

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Communications and Marketing	June 30, 2021	44.b. Develop performance metrics to evaluate effectiveness of communications.	Green	Staff continue to monitor the effectiveness of news releases and social media posts through existing metrics, such as views, likes, and follows. Staff frequently monitor the amount of earned media generated from news releases. From a marketing communications standpoint, we are implementing new abilities to reach customers through emails and use data to gauge the success of email communications and participation in surveys.
Communications and Marketing	June 30, 2021	44.c. Employ the media, methods, and content consistent with market research and R3 guidelines.	Green	
Communications and Marketing	June 30, 2021	44.d. Promote positive conservation messaging that encourages non-participants to support agency programs and interests.	Green	At any opportunity, staff include messaging regarding conservation and "good stewardship" of the resource, not just the recreational benefits of fishing and boating. We have presented information to media and the public that incorporates overall economic impact of our activities on communities, which is a benefit to non-participants.

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Communications and Marketing	June 30, 2021	44.e. Highlight the value of what fishing licenses and boat registrations provide for all Commonwealth residents and visitors.	Green	While promoting the sale of 2021 fishing licenses in December, the news release and associated social media posts and interviews presented a strong message that purchasing a license early provided the most value for your dollar. In addition, staff continued to highlight the overall positive economic impact for regions of the Commonwealth that embrace fishing and boating access and activity. Staff support this claim of strong value by offering proof of performance videos to highlight field work, including trout stockings, fish population surveys, educational programs, and other activities that are funded through the sale of fishing licenses and boat registrations.

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Communications and Marketing	June 30, 2021	44.f. Incorporate content about angler and boater ethics to address public perception issues such as littering, trespassing, and knowledge of fishing and boating regulations.	Green	At any opportunity, these types of messages are incorporated into fishing and boating discussions with the media to remind anglers of the importance of being good stewards of our environment. Messages include reminding people that many private properties open to public fishing along prime waterways have been lost over the years because the owners were unhappy with the amount of angler litter left behind.
Communications and Marketing	December 31, 2020	45. By December 31, 2020, develop and implement targeted initiatives to improve the PFBC's customer service experience.	Green	
Communications and Marketing	June 30, 2021	46. By June 30, 2021, refine the PFBC's social media presence.	Green	
Communications and Marketing	December 31, 2020	46.a. By December 31, 2020, develop and implement a social media policy to ensure consistency across all agency platforms.	Green	The PFBC's external social media policy was posted on fishandboat.com and on agency social media platforms. An internal policy will be developed after the Social Media Coordinator position is filled.

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Communications and Marketing	June 30, 2021	46.b. By June 30, 2021, complete an agency-wide social media strategy that considers a workload analysis and evaluation of the PFBC's existing social media effectiveness, as well as an evaluation of social media platforms, management tools, and performance metrics.	Green	
Communications and Marketing	June 30, 2021	47. In conjunction with the Pennsylvania Game Commission, host the 2021 Annual Northeast Fish & Wildlife Conference for the Northeast Association of Fish & Wildlife Agencies (NEAFWA).	Yellow	Due to COVID-19, the 2021 conference will be held virtually and the PFBC will no longer have a substantial role in the planning. PA will host the conference in 2023.

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Communications and Marketing	December 31, 2020	49. By December 31, 2020, administer a survey to evaluate the human dimensions aspect of anglers and boaters.	Yellow	<ul style="list-style-type: none"> • A statement of work and literature review were developed for a survey of southeast Pennsylvania residents as part of a Wildlife Management Institute (WMI) Relevancy Roadmap grant. As of 01/06/2021, Responsive Management is under contract to conduct the survey, and the survey instrument and sample frame are being developed. • A sample of those purchasing a launch permit in 2020 was surveyed at the end of December. Preliminary results will be available later in January. • Statement of work being drafted for a survey of newly recruited and reactivated license buyers in the 2020 license year.
Communications and Marketing	Ongoing	52. Continue to increase recruitment, reactivation, and retention of under-represented populations by expanding high-demand programs that target diverse audiences.	Green	In September, an R3 Specialist was identified among existing staff. An IT contractor will be chosen to assist the R3 Specialist with data gathering and evaluation.

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Communications and Marketing	Ongoing	53. Optimize Trout in the Classroom (TIC) program to increase conservation awareness and the recruitment of new anglers and/or boaters.	Green	<ul style="list-style-type: none"> • An R3 Grant Program award will fund 35 more TIC kits for classrooms in PA. • Staff developed TIC Weekly, a weekly email of PFBC resources to assist teachers with remote learning opportunities on TIC-related topics (e.g., watersheds, non-point source pollution, mussels, stream order, fish health, types of trout, etc.). Weekly emails are sent to all registered TIC teachers and program partners. Emails include printable publications, lessons, videos, and Trout In the Office update videos. Emails began on 10/5/20 and will continue through the school year. Videos developed for TIC Weekly also appear on the PFBC's social media platforms. • Egg distribution for TIC is delayed until 2/9/21 due to COVID impacts on school schedules. Staff are confirming teachers able to receive trout eggs in 02/21. • The TIC Summit Planning Committee is planning a virtual TIC Summit for 07/21.

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Communications and Marketing	Ongoing	54. Continue to increase fishing and paddling skills via in-person training and education.	Green	In-person programming is reduced because of limitations imposed by COVID-19 exposure guidance. Staff scheduled 63 programs during the quarter, 40 of which were conducted and served 232 participants.
Communications and Marketing	June 30, 2021	57.a. By June 30, 2021, compile and analyze data on visitation, costs, and benefits.	Green	
Infrastructure and Equipment	June 30, 2021	58. By June 30, 2021, complete analysis of regional facilities to improve public service and energy efficiency while providing a modern and safe work environment.	Green	Analysis will be complete after Guaranteed Energy Savings Act (GESA) project is finalized.
Infrastructure and Equipment	June 30, 2021	58a. By June 30, 2021, begin design of a new LEED certified Northeast Regional Office in Sweet Valley, Luzerne County, and a new LEED certified Northwest Regional Office in Fairview, Erie County.	Green	DGS project A199-53 is currently in the planning phase with the design professional, Dx Dempsie.
Infrastructure and Equipment	December 31, 2020	58.b. By December 31, 2020, conduct a study to begin consolidation and identify optimal locations for remaining regional facilities.	Green	A consolidation study is currently under internal review.
Infrastructure and Equipment	June 30, 2021	58.c. By June 30, 2021, set priorities and develop a detailed scope of work, project cost estimates, and establish general locations for regional office facilities.	Green	

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Infrastructure and Equipment	Ongoing	60. Continue to improve the condition of the PFBC's access facilities.	Green	Projects at Freeport, Gouldsboro, Liverpool, and Long Pine Reservoir were completed since the last Quarterly Report.
Infrastructure and Equipment	June 30, 2021	60.a. By June 30, 2021, finish the current staff evaluation of boating access facilities.	Green	
Infrastructure and Equipment	June 30, 2021	60.d. By June 30, 2021, implement an adopt-an-access pilot program to provide opportunities for local organizations to partner with the PFBC.	Green	Regional Maintenance Supervisors are working to identify access sites that would most benefit from this pilot program. Harrisburg and Bellefonte regions are identified as areas to host pilot program. Article 43 collective bargaining clearance is delayed, but discussions will continue between management and the union. Depending on timeline for approval of bargaining clearance, this status may change to yellow in the future.
Infrastructure and Equipment	Ongoing	61. Continue to repair and improve the PFBC's dams to protect public safety and provide fishing and boating opportunities.	Green	Design consultants are selected for next 10 hazardous dam projects and proposals for design work are under review for Harris Pond, Stevens Lake, Rose Valley Lake, Fords Lake, and Hunters Lake.

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Infrastructure and Equipment	June 30, 2021	61.a. By June 30, 2021, initiate design for ten priority high hazard dam projects.	Green	Orientation for the five western PA projects were 01/07/21 and negotiations for the eastern PA projects are in the final stages. Design should start prior to 06/30/21.
Infrastructure and Equipment	Ongoing	62. Continue to implement the PFBC's 5-year strategic project list to replace aging vehicles and equipment.	Green	Five new stocking trucks and separate tanks were delivered in October. Staff currently are mounting the tanks and preparing the trucks for use.
Infrastructure and Equipment	December 31, 2020	63. By December 31, 2020, submit Property Disposition Reports to the Department of General Services for liquidation of all surplus equipment at PFBC properties.	Green	Bureaus submitted 119 items for surplus prior to 12/31/20. Staff are encouraged to continue surplussing items as necessary in the future.
Infrastructure and Equipment	June 30, 2021	64. By June 30, 2021, begin making energy efficiency and systems improvements identified through the Commonwealth's Guaranteed Energy Savings Act (GESA) program. Improvements will include the following: installation of electric vehicle charging stations at the Harrisburg Headquarters and the Centre Region Office, and the installation of solar panels at the two PFBC facilities best suited for solar electric generation.	Green	Staff and GESA contractors are finalizing the list of energy savings projects to be completed at PFBC facilities as part of the GESA program.

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Infrastructure and Equipment	September 30, 2020	65. By September 30, 2020, order battery electric or plug-in electric hybrid passenger fleet vehicles based at the Harrisburg Headquarters and Centre Region Office.	Red	The GESA project will include one electric vehicle charging station at the Centre Region Office and Harrisburg Headquarters. Construction is estimated to begin in 2021. Procurement of electric vehicles will take place once the PFBC has the ability to recharge them, and the need to replace existing fleet vehicles arises.
Infrastructure and Equipment	March 31, 2021	66. By March 31, 2021, replace current online licensing system with a new user-friendly Pennsylvania Automated Licensing System (PALS 2.0) to improve customer service by streamlining the license application and purchase process and facilitating auditing and reporting for licensing agents.	Green	PALS 2.0 went live on 01/15/21.
Infrastructure and Equipment	Ongoing	67. Continue to evaluate IT infrastructure needs of all PFBC employees and facilities.	Green	
Infrastructure and Equipment	Ongoing	68. Continue to ensure the FishBoatPA app is current, relevant, regularly updated, and promoted.	Green	Staff are working with the PALS 2.0 development team to discuss changes/updates to app.

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Infrastructure and Equipment	June 30, 2021	68.a. By June 30, 2021, increase FishBoatPA app capability to include instant purchase and “proof of license” capability to improve customer convenience and increase total license sales.	Green	
Infrastructure and Equipment	June 30, 2021	68.b. By June 30, 2021, determine if the FishBoatPA app can be used for two-way communication (e.g., creel surveys and weekly regional reports).	Green	
Infrastructure and Equipment	Ongoing	68.d. Continue to analyze FishBoatPA app usage data to determine opportunities and optimization.	Green	The app was updated to reflect new URL for e-commerce. Other modifications planned for 2021 include seasonal images and seasonally-relevant content on landing page.
Infrastructure and Equipment	December 31, 2020	70. By December 31, 2020, develop new fishing license evaluation process to routinely review the PFBC's license offerings to ensure they achieve the greatest return on investment.	Green	Staff developed a new license evaluation process that will begin incorporating marketing research with sales and revenue data generated by the new PALS 2.0 licensing system.
Infrastructure and Equipment	June 30, 2021	71. By June 30, 2021, create bundled license options that target specific segments of PFBC's customer base.	Green	
Infrastructure and Equipment	June 30, 2021	71.a. By June 30, 2021, create bundled launch permit with multiyear fishing license.	Green	

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Infrastructure and Equipment	June 30, 2021	71.b. By June 30, 2021, create non-resident Pennsylvania college student fishing license.	Green	This license was created in PALS 2.0 and was made available when PALS 2.0 went live.
Infrastructure and Equipment	June 30, 2021	71.c. By June 30, 2021, work with the Pennsylvania Game Commission to explore cross-promotion and sales of combined hunting and fishing license packages.	Green	
Infrastructure and Equipment	December 31, 2020	72. By December 31, 2020, complete redesign of the Outdoor Shop to modernize online sales opportunities and improve overall customer experience.	Green	Staff met regularly with the Pennsylvania Game Commission and IT contractor (NIC) to complete this task. NIC was able to incorporate a good amount of what we wanted by the January go live date. The remainder of our requests are being added to a list for the next update in summer 2021.
Infrastructure and Equipment	December 31, 2020	73.a. By December 31, 2020, develop and implement credit card payment system for the scientific collectors', Grass Carp, and blasting permit programs.	Red	Consultant hired September 2020 to review current business process and gather requirements from the requesting organization. After the requirements are documented and understood, the consultant will provide options for how to handle the project, including cost estimates and timelines.

Strategic Priority	First Year Due Dates	First Year Goals July 1, 2020-June 30, 2021	Status	Notes
Infrastructure and Equipment	December 31, 2020	73.d. By December 31, 2020, implement PALS reporting system for venomous snake and commercial snapping turtle permit reporting.	red	Consultant hired September 2020 to review current business process and gather requirements from staff. After the requirements are documented and understood, the consultant will provide options for how to handle the project, including cost estimates and timelines. Earliest this sub-goal can be attained is June 30, 2021.