

Public Comments at Stakeholders Meetings

Communications and Public Relations

[September 06, 2011, Kirk Vyverberg, Citizen]

Successful implementation of a new strategic direction for DFG can best be achieved from integrating the ideas from both within DFG and from the Stakeholders Group. [Recommendation from the Joint Letter from Five Conservation Stakeholders NGOs to C. Baker, July 15,2011]

Recommendations were to build on the existing DFG Strategic Initiatives and include DFG staff in working groups. How are identified Issues and offered Solutions compiled from the DFG Strategic Vision Staff Survey shared with the Stakeholders Working Groups? Many are mirror images of recommendations made by the Stakeholders, only from an insider's viewpoint. Is the input timely? The call-to-action to participate came from the old Director. Does the new Director, BRCC, or Stakeholders Director value the input? If so, I recommend they put out a final request for input to the process to the troupes. Finally, a mid-term comparison of the Working Groups Recommendation to the DFG Strategic Initiatives may show areas of agreement that can quickly be implemented and new areas where a rational may be required for better understanding. It may also lead to questions as to why good initiatives, that did not require unavailable funding, did not progress to action plans, assignments of responsibilities, and active management. Barriers to effective implementation may be identified.

Every Working Group has identified insufficient Communication and Responsiveness as a critical issue. All info inquiries can and should go directly to a single Regional phone number or email address that provides a distribution to the correct Regional Program Specialist for a 24 hr response. All DFG programs currently have Regional specialists for local implementation. The Regional Mgr's Admin Assistant should be able to fill the bill with a clear job description and a good Directory. Directories are available online, but program descriptions and improved guided searches might be more informative. However, DFG is largely a REACTIVE culture – waiting for the phone to ring and hoping it doesn't. A cultural shift to a PROACTIVE culture can be made by developing good communications, clear regulations, transparent processes, consistent enforcement, and published guidance to compliance – telling the public how to successfully interact with the department – to gain a permit, a grant, or a project approval. Most current regulatory and permitting communication is negative.