



# Madison River Fishing Access Site Ambassador Program

Briefing Document

8.26.21

Results from both the Creel Survey and Mail Survey clearly indicate that traffic and behavior at FAS accounts for nearly 70% of the dissatisfaction expressed by visitors. To address this concern, we support the creation of a FAS Ambassador Program that provides for personnel being available at key times and locations to help direct traffic, offer education on FAS etiquette and generally improve the flow of traffic in and out of the fishing access sites. This action would provide immediate benefit and a high-profile awareness, and is relatively inexpensive to implement. MOGA has consulted with knowledgeable anglers to identify the key locations, seasonal periods and times of day that will make this program the most effective. Those recommendations have been provided directly to FWP and we encourage Commission endorsement of the FAS Ambassador program.

## Salient Points

1. Frustration at fishing access sites on the Madison River accounts for the majority (60% to 70%) of visitor dissatisfaction.
2. Frustration is related to improper and inefficient use of the limited launching space at fishing access sites, largely due to a lack of knowledge/education.
3. FAS Ambassador Program places a person on-site at specific times to assist with traffic flow and education.
  - a. Cost effective – focus times and locations to optimize the benefits from the dollars spent
  - b. Personal contact will be high profile and effective, resulting in a positive FWP public image
  - c. Broad support for the program, as well as a high degree of success likely
  - d. Will provide secondary benefits in evaluation of current physical sites and possible recommendations for improvements
  - e. Transportable to other rivers and sites
  - f. Addresses the majority (60% to 70%) of the documented dissatisfaction
  - g. Education opportunity
4. Places the Department in a highly visible and positive light.
5. Will have immediate benefits at the FAS bottleneck locations.
6. Guides and outfitters have provided detailed suggestions to FWP staff as to when and where the Ambassador program could be utilized to achieve optimal benefits.

## Recommended Timeframe and Actions

1. Recommended timeframe and time of operations
  - a. June 15<sup>th</sup> - September 5<sup>th</sup>, 7:00am - 3:00pm
  
2. Recommended Locations
  - a. Lyons Bridge - dedicated Ambassador
  
  - b. Varney & Ennis F.A.S. - two mobile Ambassadors
    - Ennis Ambassador might need later hours for take-outs.
    - June 15<sup>th</sup> - July 10<sup>th</sup> - Salmon fly season peak.
  
  - c. Then upstream Varney, Storey, McAtee, Ruby, Palisades, and Windy F.A.S
  
  - d. After July 10<sup>th</sup>
    - Roving Ambassadors rotate between Varney, McAtee, Storey and Windy F.A.S.
    - Not really needed at Palisades
    - Appropriate size and traffic flow
    - Primarily used for take-outs
  
  - e. Lyons Bridge F.A.S. Modification (Example of additional opportunity)
    - Most used F.A.S. on the River
    - Ramps right next to each other
    - Traffic flow issue
    - Invest in additional, new ramp on South end of FAS
    - Significantly reduce wait time and conflict