OVERVIEW

- Communications
- Surveillance goals
- Check stations/drop boxes/processors
- Recent CWD Findings
- Testing Results
- License sales
- Next steps—CWD
- APR proposals

COMMUNICATIONS

Meetings and Surveys
- Communications and awareness survey 38,484 respondents
- 10 stakeholder focus group meetings
- 11 public engagement meetings
  - 361 physical surveys and 135 online Surveys
- CWD regulations and opinion survey
- 55 stakeholder engagement meetings (4,500+ attendees)
COMMUNICATIONS

E-mail

Email Message Subject
-$40.00 Off!: Update Natural Resources Commission approves CWD deer regulations
-Aug 10
-$40.00 Off!: Deer hunting forecast and more
-Sep 15
-$40.00 Off!: Be prepared for archery season
-Sep 26
-$40.00 Off!: Slow the spread of CWD
-Sep 29
-$40.00 Off!: Discounted Antlerless Deer Tags Available for CWD Management Zone
-Oct 18
-$40.00 Off!: Deer tests positive for chronic wasting disease in Dickinson County
-Oct 18
-$40.00 Off!: Discounted Antlerless Deer Tags Available for CWD Management Zone – Expiring Soon!
-Oct 30
-$40.00 Off!: Showcasing the DNR: Chronic wasting disease surveillance and information efforts…
-Nov 1
-$40.00 Off!: Discounted Antlerless Deer Tags Available for CWD Management Zone – Last Chance!
-Nov 18
-$40.00 Off!: Hunters: What you need to know for firearm deer season
-Nov 14
-$40.00 Off!: Suspected CWD-positive deer identified in Gratiot and Eaton counties
-Nov 28
-$40.00 Off!: Chronic wasting disease surveillance and information efforts in Upper Peninsula (UPMatters, 11/1/18)
-$40.00 Off!: DNR details CWD surveillance (Iron Mountain Daily News, 11/3/18)
-$40.00 Off!: Update on CWD in the U.P. (Escanaba Daily Press, 11/2/18)
-$40.00 Off!: DNR trying to determine if CWD has spread in Dickinson County (WNMU Public Radio 90, 11/2/18)
-$40.00 Off!: Durkin: Citizen soldiers take up CWD fight, providing much-needed leadership (Green Bay Press Gazette, 11/2/18)
-$40.00 Off!: Chronic wasting disease could reduce number of deer hunters (WZZM TV-13, 11/13/18)
-$40.00 Off!: Deer Hunt 2018: Baiting and feeding ban (Fox News 11, 11/13/18)
-$40.00 Off!: As hunt begins, DNR looks for help in CWD surveillance efforts (Iron Mountain Daily News, 11/15/18)
-$40.00 Off!: Chronic wasting disease and PFAS found in local deer populations (ABC 57 News, 11/15/18)
-$40.00 Off!: Deer check stations and new rules aimed at limiting CWD: What you need to know (The Lansing State Journal, 11/14/18)
-$40.00 Off!: DNR to monitor Chronic Wasting Disease throughout firearm deer hunting season (UPMatters, 11/14/18)
-$40.00 Off!: DNR issues new restrictions to curb spread of chronic wasting (WILX TV-10, 11/14/18)
-$40.00 Off!: Michigan DNR adds new rules to hunting season (Holland Sentinel, 11/20/18)
-$40.00 Off!: DNR testing deer samples from Norwegian for CWD (Iron Mountain Daily News, 11/25/18)
-$40.00 Off!: DNR: More chronic wasting disease suspected in Michigan deer (Detroit Free Press, 11/28/18)
-$40.00 Off!: Chronic wasting disease found in two new counties, bringing total to 9 (MLive, 11/28/18)
-$40.00 Off!: Suspected diseased deer found in Eaton county (WILX TV-10, 11/29/18)
-$40.00 Off!: Michigan DNR: 2 counties added to list where chronic wasting disease found in deer (WDIV Click on Detroit, 11/28/18)
-$40.00 Off!: Gratiot County deer tests positive for chronic wasting disease (The Morning Sun, 11/28/18)
-$40.00 Off!: CWD suspected in Gratiot, Eaton County deer, DNR says (Fox 17 News, 11/28/18)
-$40.00 Off!: Mid-Michigan county likely added to list where CWD found in deer (WNEM TV-5, 11/28/18)
-$40.00 Off!: Deer suspected of testing positive for Chronic Wasting Disease identified in 2 counties (nbc25 News, 11/28/18)
-$40.00 Off!: Suspected CWD-Positive Deer Identified in Gratiot and Eaton Counties (MI Headlines, 11/28/18)
-$40.00 Off!: Chronic wasting disease suspected in Mid-Michigan deer (WNDU TV-16, 11/28/18)
-$40.00 Off!: Deer in 2 more Michigan counties may have had fatal illness (WRAL North Carolina, 11/29/18)
-$40.00 Off!: Michigan DNR: More Chronic Wasting Disease Suspected in Two Additional Counties (Outdoor Hub, 11/29/18)

WEB

26,158 hits on MI.GOV/CWD……..(+22.0%)
COMMUNICATIONS

Facebook Live
September 31
38,000 people reached
15,000 video views
270 comments

November 13
Live from Jay’s Sporting Goods
37,000 people reached
16,000 video views
328 comments

SURVEILLANCE GOALS

L.P. CHECK STATIONS /DROP BOXES/PROCESSORS

- 56 Sampling locations in the 16 County CWD Management Zone
- 17 Deer Check Stations
- 18 Deer Processors
- 21 Stand Alone Deer Head Drop Boxes

www.michigan.gov/deercheck
U.P. CHECK STATIONS/DROP BOXES/PROCESSORS

- Core CWD Surveillance Area
  - 1 Check Station
  - 4 Stand Alone Drop Boxes
- CWD Expanded Surveillance Area
  - 4 Check Stations
  - 4 Stand Alone Drop Boxes

www.mi.gov/deercheck
RECENT CWD FINDINGS

- Two new counties
  - Pine River Township, Gratiot County
  - Carmel Township, Eaton County
- 47 positives found in 2018
  - 22,060 tested in CWD Areas
  - 25,601 tested Statewide
- CWD has been identified in Clinton, Dickinson, Eaton, Gratiot, Ingham, Ionia, Jackson, Kent, and Montcalm counties

TESTING RESULTS (AS OF DEC. 7, 2018)

<table>
<thead>
<tr>
<th>Zone</th>
<th>Goal</th>
<th>Total Tested</th>
<th>% of Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-County Area</td>
<td>6,260</td>
<td>12,085</td>
<td>193%</td>
</tr>
<tr>
<td>56-Township Area</td>
<td>4,475</td>
<td>4,618</td>
<td>54%</td>
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<tr>
<td>24-Township Area</td>
<td>300</td>
<td>675</td>
<td>225%</td>
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<tr>
<td>UP - Gogebic and Iron</td>
<td>155</td>
<td>225</td>
<td>145%</td>
</tr>
<tr>
<td>UP Expanded CWD Surveillance Area</td>
<td>300</td>
<td>675</td>
<td>225%</td>
</tr>
<tr>
<td>UP Core CWD Surveillance Area</td>
<td>600</td>
<td>675</td>
<td>126%</td>
</tr>
<tr>
<td>Totals</td>
<td>16,090</td>
<td>22,060</td>
<td>137%</td>
</tr>
</tbody>
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LICENSE SALES RECAP

2018 License Buyers

- 5 County LP Core..................56,981 (-3.15%)
- 11 County LP Management Zone......101,827 (-3.01%)
- 4 County LP Core/Expanded (Marquette, Menominee, Delta, Dickinson) .... 23,655 (-1.5%)
- 16 LP Management Adjacent Counties......126,826 (-2.98%)

Total 565,263 (-3.21%)*

*This number includes residents only
LICENSE SALES RECAP

2018 Deer Licenses Sold (antlerless not included)

- 5 County LP Core: 92,714 (-1.38%)
- 11 County LP Management Zone: 158,543 (-2.55%)
- 4 County UP Core/Expanded (Marquette, Menominee, Delta, Dickinson): 32,723 (+0.3%)
- 16 LP Management Adjacent Counties: 204,632 (-3.01%)

Statewide Total: 900,373 (-2.68%)*

*This number includes residents only

LICENSE SALES RECAP

2018 Deer Antlerless

- 5 County LP Core: 31,219 (+5.96%)
- 11 County LP Management Zone: 65,128 (+7.86%)
- 4 County UP Core/Expanded (Marquette, Menominee, Delta, Dickinson): 23,655 (+10.89%)
- 16 LP Management Adjacent Counties: 79,565 (+6.14%)

Statewide Total: 319,109 (+3.01%)*

*This number includes residents only

NEXT STEPS

- After action review (Jan)
- Focused testing (Jan)
- CWD opinion survey (Jan)

- 2019 customer engagement and communications
  - Upper Peninsula
  - Central Lower Peninsula
ANTLER POINT RESTRICTIONS PROPOSALS

- Experimental design—working with partners (Jan)
- Thumb Area Deer Hunter Opinion Survey (Jan)
- Results and analysis (Spring)
- Regulation changes (June)

THANK YOU