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August 4, 2026

DECISION MEMORANDUM

TO: Council members

FROM: Kris Homel and Maureen Hess

SUBJECT: Contract with QW Consulting, LLC for Fiscal Year 2027

PROPOSED ACTION: Council staff recommends authorization to contract with QW Consulting, LLC for fiscal year 2027 in an amount not to exceed \$82,500 to assist staff in enhancing and maintaining the functionality of the Council's Fish and Wildlife Program (Program) [Program Tracker: Resource Tools and Maps](#).

SIGNIFICANCE: The tools on the Council's Program Tracker: Resource Tools and Maps site are identified in the 2026 Fish and Wildlife Program as the primary tools for reporting and communicating Program performance. These tools help staff report-out relevant information about the Program, including accomplishments, work implemented and Program progress, in part through the compilation, analysis, and display of indicator datasets. These tools and maps also improve our outreach to broader audiences as summary information is shared in bold data points and visual storytelling.

BUDGETARY/ECONOMIC IMPACTS

Total contract budget is not to exceed \$82,500 for fiscal year 2027.

BACKGROUND

The Council has worked over the past several years to redevelop our communication and reporting tools, which has included development of webtools that track and communicate Program performance and progress, as well as initial efforts to revamp the Program Tracker Tool (formerly the Fish Information Site). A component of this is the ongoing work on data compilation associated with the strategy performance indicators identified in the 2020 Addendum and now 2026 Fish and Wildlife Program. This work requires expertise in data acquisition, management, and analysis, as well as web tool development. QW Consulting, LLC assisted the Council with the past efforts and has experience with the regional databases from which information is sourced to support these tools and products.

If authorized to contract with QW, work under this contract would include maintenance and support for the existing sites and the continued development and refinement work associated with the build-out of the Program Tracker (e.g., develop a data entry form for goals, objectives, and indicators; reorganization of indicators by 2026 Program strategies). It will also include work to acquire, compile and import status and trends datasets that support program goals, objectives and strategy performance indicators as identified in the 2026 Fish and Wildlife Program, to integrate existing datasets (fish screens, hatcheries, lands) into the Program Tracker, and to coordinate with Council staff on developing informational handouts. Lastly, it will include support for the PA division (e.g., address Program Tracker access issues as needed, refinements, design bugs, UI/UX), support for custom staff requests (e.g., GIS layers, map development), coordination with PA on any changes to website that intersect with Program Tracker or other tools; and providing google analytics at a finer scale to guide website improvements.

ALTERNATIVES

The Fish and Wildlife Division is currently building our capacity to maintain the Program Tracker, conduct the anticipated updates, and make refinements, but we have limited staff resources to apply. In addition, the division continues to need assistance in revising and updating datasets and functionality of Program Tracker. Therefore, alternatives for the Council include not pursuing the effort, reducing the effort, or delaying the work, which may not be as efficient or cost-effective.