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September 7, 2022

DECISION MEMORANDUM

TO: Council Members

FROM: Maureen Hess and Kris Homel

SUBJECT: Contract with QW Consulting, LLC for Fiscal Year 2023

PROPOSED ACTION: Council staff recommends authorization to contract with QW Consulting, LLC for fiscal year 2023 in an amount not to exceed \$98,700 to assist staff in enhancing and maintaining the functionality of the Council's Fish and Wildlife Program (Program) [Resource Tools and Maps](#), and to continue the work on Program performance and the strategy performance indicators identified in the 2020 Addendum to the Fish and Wildlife Program.

SIGNIFICANCE: The tools on the Council's Resource Tools and Maps site are identified in the 2020 Addendum to the 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 \$98,700 for fiscal year 2023.

BACKGROUND

The Council has worked over the past several years to redevelop our communication and reporting tools, which has included development of the Program Performance and Progress Tool 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. This work requires expertise in data acquisition, management, and analysis, as well as web tool development. QW Consulting, LLC has 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 developmental work associated with the build-out of the Program Tracker. 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 2020 Addendum Part 1, and to integrate **existing** datasets (fish screens, hatcheries, lands, fish objectives, and basin-wide summaries) into the Program Tracker.

ALTERNATIVES

The Fish and Wildlife Division is currently building our capacity to maintain these Resource Tools and Maps, conduct the anticipated updates and refinements, but we have limited staff resources to apply. In addition, the division continues to need assistance in refining and identifying the appropriate regional databases from which to acquire the data for the strategy performance indicators and to organize and manage the datasets. Therefore, alternatives for the Council include not pursuing the effort, reducing the effort, or seeking a different contractor to assist staff with this work, which may not be as efficient or cost-effective.