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December 4, 2018

MEMORANDUM

TO: **Fish and Wildlife Committee members**

FROM: **Nancy Leonard, fish, wildlife, and ecosystem monitoring and evaluation report manager**
Carol Winkel, senior editor, public affairs division

SUBJECT: **Discuss Design and Content of the Draft Program Performance and Species Status Tool**

BACKGROUND:

Presenter: Nancy Leonard

Summary: Update the fish and wildlife committee on the current draft of the Program Performance and Species Status Tool. This version incorporates comments from Council members and focus group participants. Council staff seeks feedback on the overall organization, format, style, information, and title of the tool.

Relevance: This work contributes to the Program's public engagement strategy to improve understanding of the fish and wildlife program and Council.

Background: The project began in 2017, and we are currently in the third phase of its development. Staff has been working with QW Consulting to develop an online outreach tool to introduce non-technical stakeholders and the public to the program and communicate its achievements. The tool uses existing information compiled in the Council Program's Fish Information Site, High Level Indicators Site, Subbasin Dashboards, Program Resources Maps, Annual Columbia River Basin Fish and Wildlife Program Costs Report,

Columbia River History Project, and Bonneville's project cbfish.org database. The style and content of the tool is based on successful examples from our partners and others and uses visuals like infographics and story maps to guide users through the information, keeping the description text succinct.

During the initial phase of development, we conducted interviews with Council staff and members to establish an initial concept for the design and topics. We shared a prototype of the tool with the fish and wildlife committee at the August 2017 Council Meeting and revised it based on the input from committee members.

During the second development phase, September - December 2017, we tested the prototype with a focus group. A broad range of stakeholders with varying levels of familiarity provided their feedback on: 1) the content and how it is presented; 2) their experience and how to improve the tool's navigation; 3) what should be included in the tool; 4) likes and dislikes about the tool; 5) suggestions on what should or should not be included, relative to other tools; and 6) what could be done to improve the tool. The 15 focus group participants consisted of representatives from MFWP, ODFW, RCO, ex-ISAB member, CRITFC, PNAMP, PPC, USRTF, NSAI, Water Watch, NPCC, and private citizens

We are now in the third phase of development, which began in November 2018 and ends February 2019. The current draft incorporates the input received during phases 1 and 2 and relies heavily on information graphics to convey information about the Program's performance and status of species important to the Program.

The tool, while digital, allows users to print 2-page handouts of the infographics, and to share them using Facebook, Twitter, and a web-link. The tool also provides more information about specific topics using story maps and connects the user to the underlying detailed data that supports the infographics. During this phase we aim to finalize, with Council member guidance, the tool's:

- **Tool Title** (see Appendix 1)
    - Program Performance and Species Status
    - Program Performance
    - Program Progress and Status
    - Progress
    - Program Tracker: How Are We Doing?

- **Tool's Main Organizational Sections**

    - Council Message
    - Program Accomplishments
    - Program Strategies (tentative per 2019 Program)
    - Basinwide
    - Species
    - Subbasin or My Basin (tentative)

- **Individual Section Page Layout and Style:** use of photos, infographics, story maps, printable handouts, link to data and reports on the Council's technical Fish Information Site

- **Infographic Style:** moving infographics, infographics with photos, depicting values using images, and use of the Infogram program to create cost-effective infographics

- **Content:** what type of information to present within each of the main sections using information that is accessible and currently updated regularly through existing processes

- **Printable Handout Layout and Style:** a double-sided page summarizing infographic content for each section, as well as for each state and tribe

Once these aspects of the tool are finalized, we anticipate one last phase to finish all components of the tool. This final development phase is scheduled for February - April 2019, pending available funds from the Council's fish and wildlife division internal budget.

The final tool will enable Council staff to update content, and, in keeping with the goal of improving our outreach to the public, individual infographics will be used on the Council's social media accounts to connect with a wider audience. Pending available funding, the impact of these individual infographics will be tracked to inform future development of this digital project.
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More Info:

- 2014 Fish and Wildlife Program's Tracking the status of the basin's fish and wildlife resources (part 2, section V) and Public Engagement strategy

- Fish and Wildlife Committee, August 2017, update on prototype multimedia website about the Fish and Wildlife Program https://www.nwcouncil.org/media/7491232/f1.pdf

- Council Program's Fish Information Site, High Level Indicators Site, Subbasin Dashboards, and Program Resources Maps are accessible through the Council's Resource Tools and Maps web-page

- Annual Columbia River Basin Fish and Wildlife Program Costs Reports available from the Council's Financial Reports web-page

- Columbia River History Project

- Bonneville's Columbia Basin Fish and Wildlife Program project database

Appendix 1: Five title options for the Program tool.

Discuss Design and Content of the Draft Program Performance and Species Status Tool

Nancy Leonard, fish wildlife and ecosystem monitoring evaluation and report manager

Carol Winkel, senior writer and editor

Development Process

Summer 2017
Interviews

2017-ongoing
Accessible data

Fall 2017
Focus group

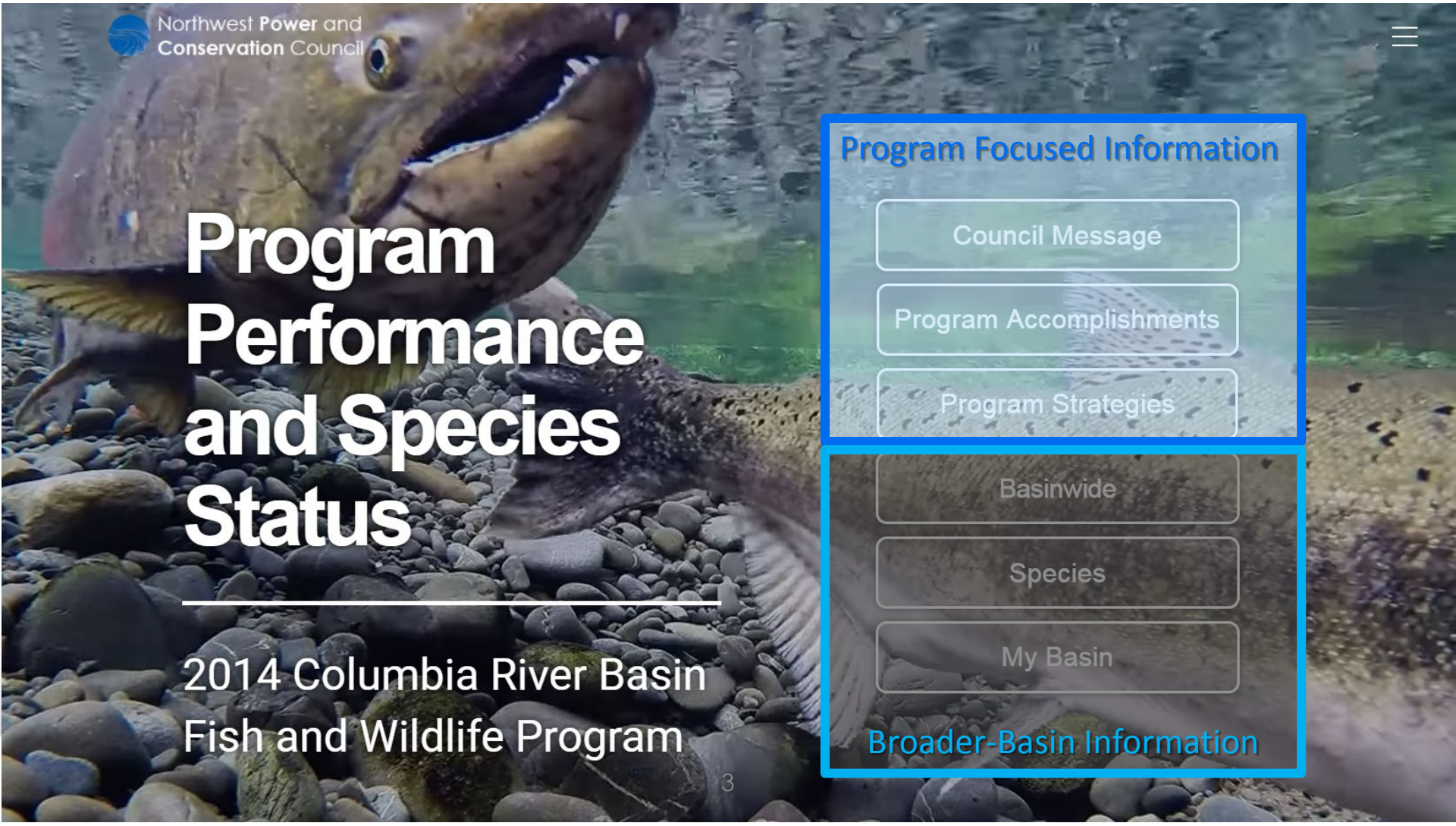
Fall-Winter 2018
Firm-up tool style

Feb-April 2019
Finalize tool content

Icons: www.freepik.com

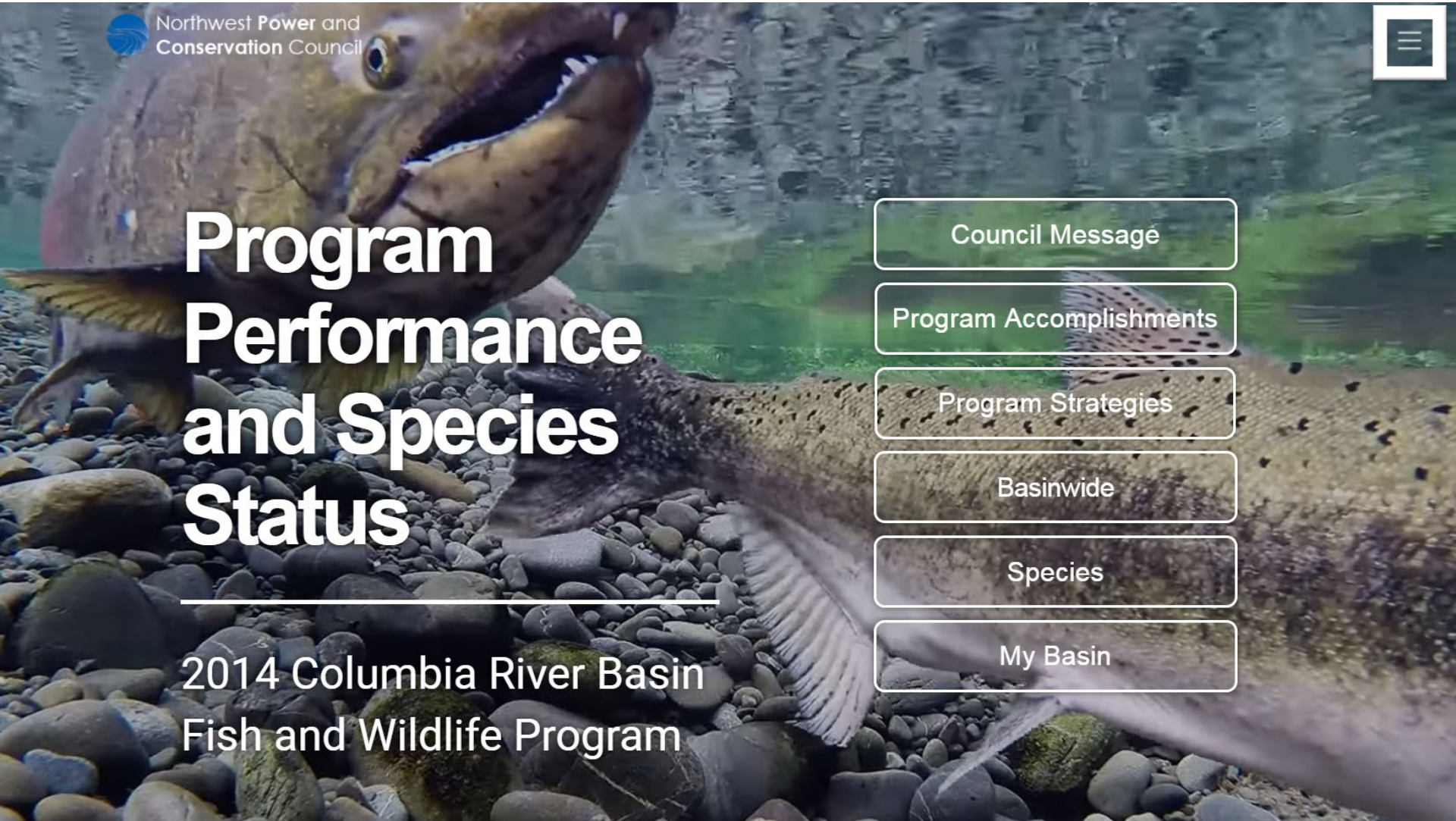
Discuss Tool Sections

FALL-WINTER 2018
FIRM-UP TOOL



Discuss Tool Layout and Infographics

FALL-WINTER 2018
FIRM-UP TOOL



Discuss Tool's Information Content

(info topic can apply to multiple tool sections)

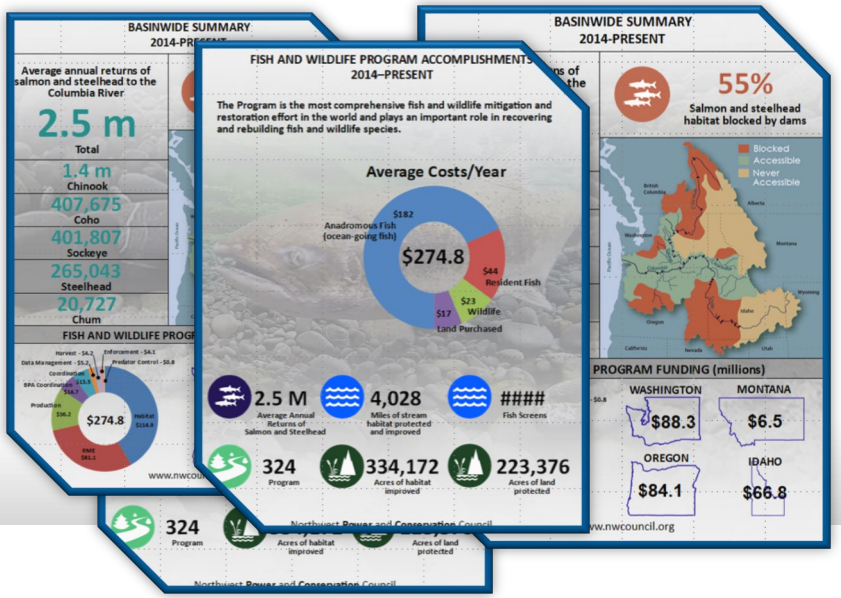
FALL-WINTER 2018
FIRM-UP TOOL

- **Financial information**
  - Council's Columbia River Basin Fish and Wildlife Program Costs reports: Program costs, costs by species, cost by category, etc.
- **Council recommended project actions**
  - Bonneville's CBFish project database: water kept in-stream, work-sites, amount of habitat protected and improved, etc.
- **Species and their habitat**
  - Resource Maps: fish screens, hatchery facilities, land, fish objectives
  - Dashboards: limiting factors
  - Fish Information Site: fish abundance, hatchery releases, predation, etc.
  - HLI site: hydrosystem juvenile passage and survival, etc.
- **Other suggestions?**

Discuss Tool's Printable Handout

FALL-WINTER 2018
FIRM-UP TOOL

- Handouts consist of infographics, images, and text
  - one-page, double-sided
  - main section handouts uses infographics displayed on the tool e.g., Program Accomplishments, Basinwide sections
  - states' and tribes' handouts include customized infographics



Draft Design of Performance Handout

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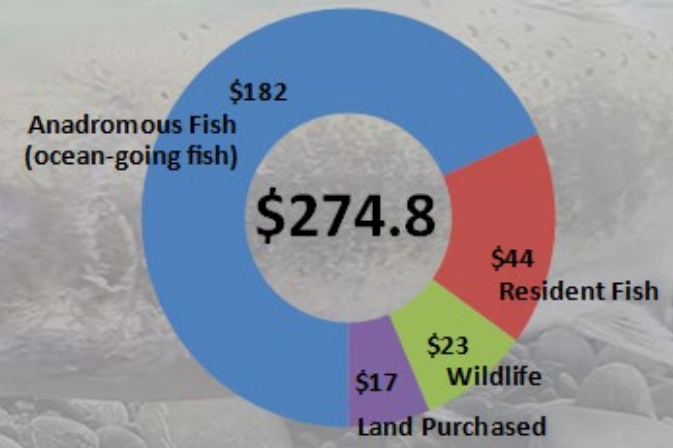
FISH AND WILDLIFE PROGRAM ACCOMPLISHMENTS 2014–PRESENT

The Program is the most comprehensive fish and wildlife mitigation and restoration effort in the world and plays an important role in recovering and rebuilding fish and wildlife species.

Average Costs/Year



2.5 M
Average Annual Returns of Salmon and Steelhead

4,028
Miles of stream habitat protected and improved

####
Fish Screens

324
Program

334,172
Acres of habitat improved

223,376
Acres of land protected

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Draft Design of Basinwide Handout

BASINWIDE SUMMARY
2014-PRESENT

Average annual returns of salmon and steelhead to the Columbia River

2.5 m
Total

1.4 m
Chinook

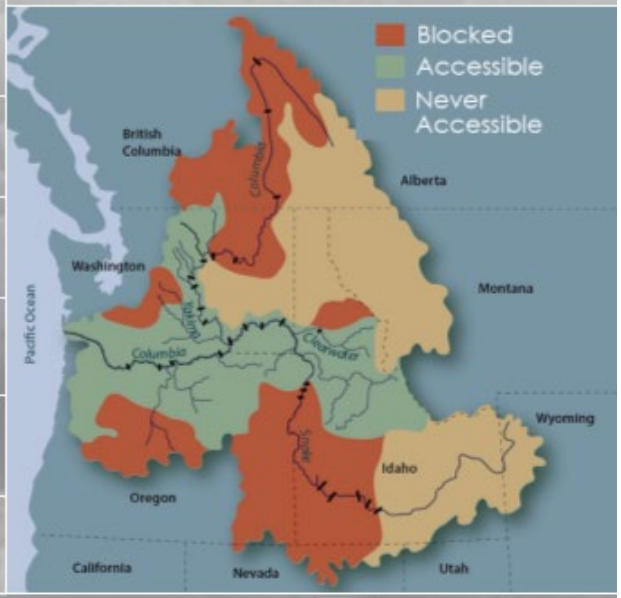
407,675
Coho

401,807
Sockeye

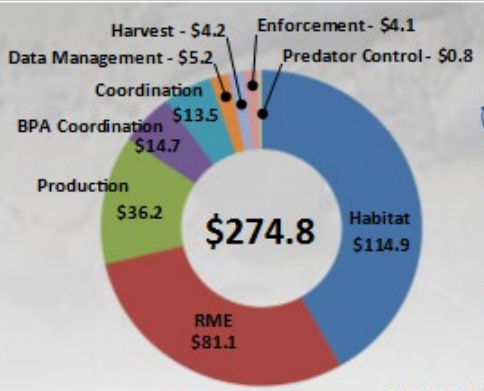
265,043
Steelhead

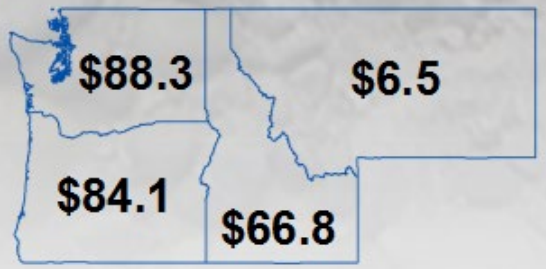
20,727
Chum

55%
Salmon and steelhead habitat blocked by dams



FISH AND WILDLIFE PROGRAM FUNDING (millions)





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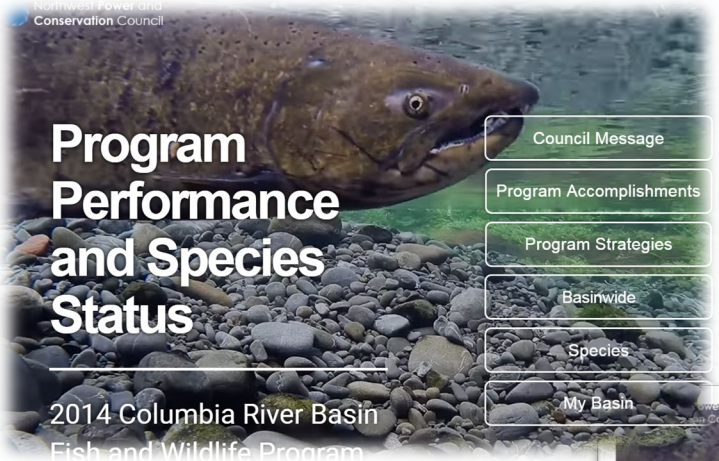
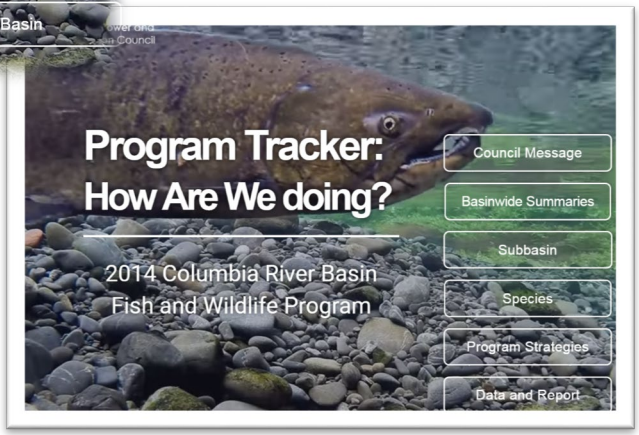
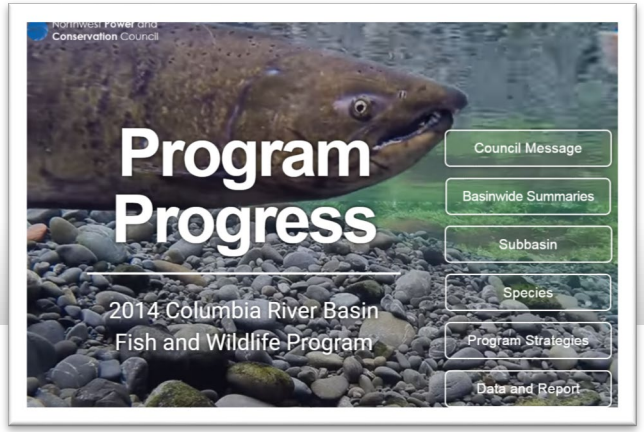
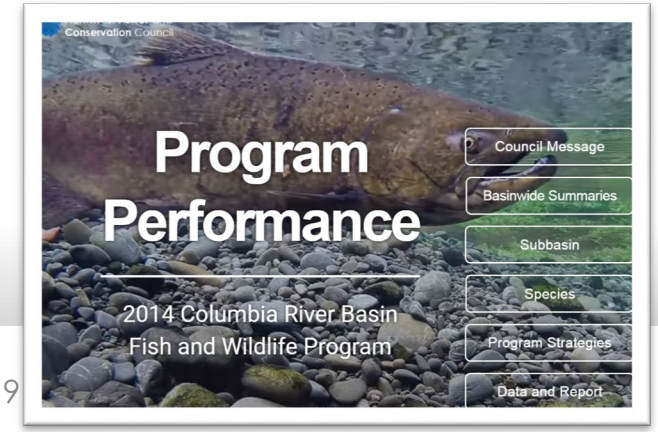
Discuss Tool's 5 Title Options

FALL-WINTER 2018
FIRM-UP TOOL









Next Steps

- ***December 2018- February 2019***
  - Per FW Committee member input revise tool and handouts
  - FW and PA Council staff will continue to select information to inform infographics developed by QW Consulting
- ***February 12th FW Committee Meeting***
  - FW and PA Council staff will provide an update and seek input from the committee.
- ***February – April 2019***
  - Tool functionalities and components, such as Story Maps, 2019 Program strategies (tentative), will be completed
  - Council approved finalized tool will be posted on the FW website