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## Northwest **Power** and **Conservation** Council

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February 5, 2019

### MEMORANDUM

**TO:** Council Members

**FROM:** Nancy Leonard and Carol Winkel

**SUBJECT:** Update on Program Performance and Progress Tool

#### BACKGROUND:

**Presenter:** Nancy Leonard and Carol Winkel

**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 staff at the December 2018 committee meeting and additional input from staff.

Staff will present an overview and live demonstration of the draft site. We'd like to hear your feedback on the tool, which will continue to evolve to meet our communication needs.

**Relevance:** This tool is designed to improve the public awareness and understanding of the Council's fish and wildlife program.

**Background:** We are now completing the third phase of development, which began in November 2018. The site's content uses existing Council resources such as the data maintained on the Fish Information Site.

The site was created using ESRI StoryMaps, Publisher, and Infogram software to easily maintain the site.

The Program Performance & Progress tool contains six sections:

- Council Message
  - Briefly orients the user about the program and its main efforts, inviting the user to learn more by exploring the site.
- Program Accomplishments
  - Highlights the annual work funded through the program and accomplishments contributing to the program's vision.
- Program Strategies
  - Assesses implementation of the program strategies by summarizing work and accomplishments for the time-period following the latest amended program.
- Basinwide
  - Provides a broader perspective of the Columbia River Basin and restoration actions funded through the program and by others in the basin.
- Fish and Wildlife
  - Summarizes information about the program's important species, including factors limiting their abundance.
- My Basin
  - Enables users to see what work is happening where they live.

The project began in 2017, and we are currently completing 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, Bonneville's project cbfish.org database, regional databases, and partners' information.

The style and content of the tool is based on successful examples from our partners and others and uses visuals like infographics and ESRI StoryMaps 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

Once the third phase is completed in February 2019, the final development phase is expected to begin at the end of February and end July 2019, pending available funds from the Council's fish and wildlife division internal budget.

During this phase, the infographics will be completed; the printable handout template finalized and handouts produced; an initial subset of ESRI StoryMaps completed for each page; and an initial connection to the underlying data on the Council's Fish Information Site will be established.

We will also explore the possibility of adding Hot Topics infographics that connect the user to program relevant scientific findings on emerging issues.

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.

**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, December 2018, discuss design and content of the draft Program performance and species status tool.  
[https://www.nwcouncil.org/sites/default/files/2018\\_1211\\_f2.pdf](https://www.nwcouncil.org/sites/default/files/2018_1211_f2.pdf)
- 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](#)

# Program Performance & Progress

## 2014 Columbia River Basin Fish and Wildlife Program

video credit: Earnest Keeley, Idaho State University.  
\*Sockeye in Adams River, British Columbia

Council Message

Program Accomplishments

Program Strategies

Basinwide

Fish and Wildlife

My Basin

**Nancy Leonard**

fish wildlife and ecosystem monitoring  
evaluation and report manager

**Carol Winkel**

senior writer and editor

# Purpose

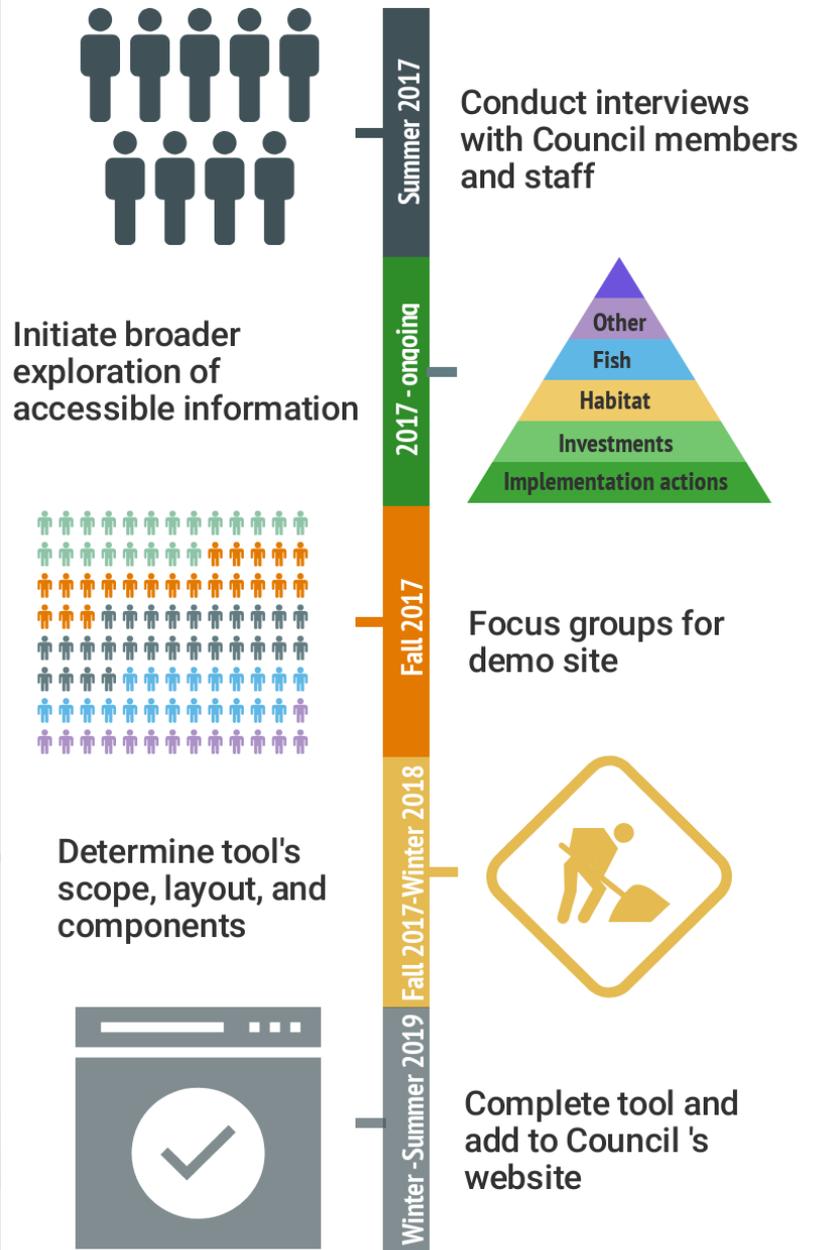
- Improve the public awareness and understanding of
  - Council's fish and wildlife program
  - What is happening basinwide
  - Fish and wildlife in the basin
  - Their area of the basin

## February 2019

Confirm tool structure and scope with Fish and Wildlife Committee members



## Development Steps





Council Message

Program Accomplishments

Program Strategies

Basinwide

Fish and Wildlife

My Basin

## Confirming 5 sections'

- Focus
- Time-frame
- Infographic topics
- Scope of printable handouts
- Fish Info Site link to data and details

# Program Accomplishments

- Highlights annual program accomplishments
- Most recent year of data available is used
- 1 summary handout
- Multiple visual stories (storymaps)

## Program Accomplishments

Working to restore healthy habitat for fish and wildlife affected by the hydrosystem



**320** Projects in 2018

# Program Strategies

- Assesses implementation of the program strategies
- Summarizes a range of years
- 1 summary handout
- Multiple visual stories
- Option to explore details on Council's Fish Information Site

## Program Strategies

[Home](#) > Program Strategies

Restoring ecosystem function is a core strategy of the program. It guides actions to improve habitat, hydrosystem operations, hatcheries, wildlife, and wild fish. Tribal, state, and federal fish and wildlife managers are critical parties in developing and implementing these strategies through Bonneville Power Administration funded projects.

# 21

## Program Strategies



# Basinwide

- A broader perspective, including work funded by others
- Most recent year of data available
- 1 summary handout and 21 customized handouts for states (4), tribes (15), and federal (2)
- Multiple visual stories
- Option to explore details on Council's Fish Information Site

## Basinwide Summary

[Home](#) > Basinwide Summary

The Columbia River Basin is about the size of France and extends over portions of seven states and the Canadian province of British Columbia. Numerous federal, tribal, state, local, and non-governmental organizations contribute to improving and protecting the basin's fish and wildlife.



Basin extends

**259,000** square  
miles

# Fish and Wildlife

- Check-in on the program's important species
- Most recent year of data available
- 1 summary fish & wildlife handout, 3 customized handouts for resident fish, anadromous fish, and wildlife
- Multiple visual stories
- Option to explore details on Council's Fish Information Site

## Fish and Wildlife

[Home](#) > Fish and Wildlife

Success requires coordination among the fish and wildlife managers and others to protect and improve habitat, manage hydrosystem operations, hatchery production, wildlife, wild fish, harvest, and other actions. While the focus is on salmon and steelhead, the program also benefits native trout, burbot, Oregon chub, sturgeon, lamprey, and eulachon.



**237** Priority fish  
and wildlife



# My Basin

- Connect the users with their area
- Most recent year of data available
- 1 summary handout
- Multiple visual stories
- Selecting an area on the map connects to more province and subbasin details on the Council's Fish Information Site

**My  
Basin**

[Home](#) > My Basin

Find your area of the basin to learn about fish and wildlife near you. The program's subbasin plans guide the work needed to improve fish and wildlife in these areas.

**11 Provinces**

**62 Subbasins**



# Information Sources

- **Financial information**
  - Council & Bonneville
- **Council recommended projects**
  - Council & Bonneville
- **Fish, Wildlife and their habitat**
  - Council
  - Program's regional databases/projects
  - Tribal, state, and federal fish and wildlife managers



# Review and Discuss Overall Tool and Infographics

## Program Performance & Progress

2014 Columbia River Basin  
Fish and Wildlife Program

video credit: Earnest Keeley, Idaho State University  
\*Sockeye in Adams River, British Columbia

Council Message

Program Accomplishments

Program Strategies

Basinwide

Fish and Wildlife

My Basin

# Next Steps

- ***February FW Committee Meeting***
  - Staff update and committee input.
- ***February – July 2019 Staff Work***
  - Finish refining and building tool
- **July 2019 Council Meeting**
  - Committee review
  - Post finalized tool on the FW website

## Development Steps

