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August 4, 2020

DECISION MEMORANDUM

TO: Council members

FROM: Mark Fritsch

SUBJECT: Approval to contract with QW Consulting, LLC for development of an artificial production interactive webtool

PROPOSED ACTION: Council staff recommends authorization to contract with QW Consulting, LLC in an amount not to exceed \$50,000 for the development of an artificial production interactive web tool that will include a landing page, summary infographics, story maps, handouts, and a resource catalogue for the Program's artificial production programs.

SIGNIFICANCE: The interactive webtool concept was initiated by the Informal Hatchery Workgroup ([Workgroup](#)) in an effort to address an information and data availability need that has been identified over the past three decades. This work supports implementation of several emerging priorities of the Program, including long-term O&M of Program assets (i.e., fish hatcheries). This work will also address the 2014 Program's public engagement strategy (Part Three.IV.C.8) by facilitating public access to Program information and conveying Program's accomplishments.

Finally, this webtool is a component of the Program Performance and Progress tool that is identified in the revised draft Part I of the 2020 Addendum to Program, and along with the Program Tracker are the two main reporting tools to

communicate Program performance. It will help staff update relevant information to educate people about the Program and improve our outreach to a broader audience. This interactive webtool will share information in bold data points and visual storytelling, which is also an effective format to share on the Council's social media accounts. This webtool will work in concert with the Program Tracker tool, which provides the more detailed information.

BUDGETARY/ECONOMIC IMPACTS

Total budget not to exceed \$50,000. It is anticipated this webtool will be developed in two components, with the first component to be completed in FY2020 and the second component to be initiated and completed in FY2021, with the total of both not to exceed \$50,000. The first component will cover the development of the landing page, four story maps, handouts, and the resource catalogue. The second component will include the development of up to three additional story maps and infographic pages.

BACKGROUND AND ANALYSIS

The Workgroup, hosted by Council member Guy Norman, has met four times during the past year. The intent of the Workgroup is to support regional collaboration and communication, providing updates on and fostering an improved understanding of the work that has occurred over the past 20-plus years relative to the mitigation and conservation objectives of hatcheries. Improved communication will hopefully assist in guiding regionally coordinated approaches to hatchery needs. To date, the Workgroup has created a mission statement and prioritized the need to 1) foster better communication to the public, researchers, managers, and decision-makers, and 2) tell an updated story about the fish hatcheries in the Columbia River Basin. This exercise needs to be done in a manner that explains the various purposes of the hatcheries and identifies what is needed for conservation and mitigation purposes to ensure success.

To accomplish this, the Workgroup supports the development of an artificial production interactive webtool, as a communication tool utilizing Story Maps and infographics to tell the story of fish hatcheries for the region.

The *United States v. Oregon* fish and wildlife managers have convened a hatchery operations coordination forum to address the programmatic needs of salmon and steelhead hatcheries in the Columbia River Basin. The fisheries managers are supportive of coordinating with the informal hatchery workgroup to add value to the story map and infographics to tell this story. These coordinated efforts will provide for an improved basinwide understanding of hatcheries.

It is anticipated this interactive webtool will include information about hatchery activities and releases associated with the following: 1) the Program's artificial production programs, 2) Lower Snake Compensation Program, 3) Mitchell Act programs, and 4) public utility district (PUD) programs. Information for these various programs will be accessible via a website landing page that will provide access to: 1) summary

infographics, 2) story maps, 3) program handouts, 4) an interactive hatchery data mapper and Program Tracker (already developed), and 5) a references resource catalogue.

This effort continues and builds off the development of the Council's [Program Performance and Progress](#) and [Resource Tools and Maps](#) products.

At the July 2020 Council meeting, the staff presented the interactive webtool concept, including a draft story map, to demonstrate the value and potential for this tool. Staff now seeks authorization to contract with QW Consulting, LLC to develop the tool to benefit the fish and wildlife program and the needs of the region.

ALTERNATIVES

The capacity does not exist within the fish and wildlife division for the development of the tool. In addition, with the divisions current staffing it is not possible to provide any more support to the work associated with the contractual tasks that would lead to a lower cost for the tool development. The alternative is to not pursue the build out of this tool.