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October 6, 2020

DECISION MEMORANDUM

TO: Council members

FROM: Mark Fritsch

SUBJECT: Contract with QW Consulting, LLC for Fiscal Year 2021

PROPOSED ACTION: Council staff recommends authorization to contract with QW Consulting, LLC in an amount not to exceed \$48,260 to assist staff in enhancing and maintaining the functionality of the Council's Fish and Wildlife Program (Program) [Resource Tools and Maps](#).

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 primary tools for reporting and communicating program performance. These tools will help staff report-out relevant information about the program, including accomplishments, work implemented and program progress, and will improve our outreach to broader audiences as information is shared in bold data points and visual storytelling. The tools use and build upon existing information already compiled in the Council's Program Tracker, High Level Indicators site, Subbasin Dashboards, Resource Tools and Maps, Columbia River Basin Fish and Wildlife Program Costs Report, Columbia River History Project, Bonneville's project cbfish.org database, regional databases, and partners' information.

BUDGETARY/ECONOMIC IMPACTS

Total contract budget is not to exceed \$48,260 for fiscal year 2021.

BACKGROUND AND ANALYSIS

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). QW Consulting, LLC has assisted the Council with the past efforts and has experience within the region with the various regional databases from which information is sourced to support these tools.

The Council has previously conducted each of these efforts separately, however, because significant progress has been made it now makes most sense to consolidate the work and accomplish the necessary future refinements and maintenance needs for each of these tools under one effort.

If authorized to contract with QW, work under this contract would include maintenance and support for the existing sites, and also provide for the development of critical components in the build-out of the following for the Council's program performance work:

- Continued development of the [Program Tracker database and website](#)
- Working with staff to design and develop a concept for Program Progress reporting based on the 2020 Addendum Part 1
- Importing status and trends datasets that support Program Goals, Objectives and Indicators
- Integrating **existing** datasets (fish screens, lands, fish objectives, and basin-wide summaries)
- Developing a feature that will allow staff to maintain and update data

ALTERNATIVES

The Fish and Wildlife Division does not currently have the capacity to maintain these Resource Tools and Maps nor to conduct the anticipated updates and refinements. 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.