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January 7, 2021

MEMORANDUM

TO: Council Members

FROM: Mark Fritsch

SUBJECT: Presentation of the Hatchery Story Map Web Tool

BACKGROUND:

Presenter: Mark Fritsch

Summary: Council staff will provide an overview of the Hatchery Story Map web tool that conveys, in a user-friendly manner, information and data associated with the Council's Fish and Wildlife Program (Program), Lower Snake River Compensation Plan facilities, and Mitchell Act hatcheries. The Story Map is ready to post on the Council's website by the end of January 2021.

Relevance: The story map 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. Many past artificial production reviews have been supported by the Program but additional work is needed as demonstrated by the results of the [2011 RME & AP Category Review](#), [Research Review](#), ISRP reviews (i.e., ISRP documents [2010-44A](#) and [2018-8](#)), and Regional Coordination Forum meetings (February and August 2019).

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 during the past 38 years.

This tool is identified in the 2020 Addendum to Program as one of two main reporting tools for communicating Program performance. It will help staff update relevant information to educate people about the Program and improve our outreach to a broader audience. Information is shared in bold data points and visual storytelling, which is also an effective format to share on the Council's social media accounts. More detailed information is provided in the Program Tracker.

Workplan: Fish and Wildlife Division; Program Implementation (2014 Program and 2020 Addendum); Program Performance, and other Program implementation.

Background: The Informal Hatchery Workgroup (Workgroup), hosted by Council member Guy Norman, has met five times since mid-2019. The intent of the Workgroup is to support a regional collaborative and communicative effort that provides an updated understanding of progress that has occurred over the past 20-plus years relative to the mitigation and conservation objectives of hatcheries. The goal being that this communication will assist in guiding regionally coordinated approaches to hatchery needs through the information exchange. The Workgroup created a mission statement and prioritized the need to foster better communication to the public, researchers, managers, and decision-makers, and to tell an updated story about the fish hatcheries in the Columbia River Basin.

To accomplish this, the Workgroup supported the use of story maps, and infographics to tell the story of fish hatcheries, in a clear manner that explains the various purposes of the hatcheries for conservation and mitigation needs in the Columbia River Basin.

Thus far the [hatchery program tracker](#) and 7 hatchery story maps and handouts, including handouts for the Fish and Wildlife Program, Lower Snake River Compensation Plan, and Mitchell Act facilities have been completed. Over the past several months Council staff have worked with the Workgroup to develop these draft story maps and handouts. At its December 2020 meeting, the Workgroup provided feedback on refinements to the draft story maps and recommendations for further development of the webtool¹.

¹ Include additional hatcheries and data to the tracker tool and develop associated story maps for the Council's Fish and Wildlife Program resident fish hatcheries, Willamette River Corps of Engineers funded hatcheries and other utility funded hatcheries.

In addition, 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 Workgroup to add value to the story map and to utilize the infographics to tell their story. This coordinated effort will provide for an improved basinwide understanding of hatcheries.

It is also important to note that this effort continues the development of the Council's [Program Performance and Progress](#) and [Resource Tools and Maps](#) products through the use of existing information (e.g., StreamNet, HGMP's, HSRG, Ad Hoc, and APRE).