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January 7, 2021

DECISION MEMORANDUM

TO: Council members

FROM: Mark Fritsch

SUBJECT: Amendment to Contract C2021-30, Artificial Production Web Tool Development

PROPOSED ACTION: Council staff recommends authorization to execute an amendment to Contract C2021-30 with QW Consulting, LLC to further develop the artificial production web tool with the addition of supplementary hatchery data and associated story maps, to extend the contract term to September 30, 2021, and to add 488 hours and \$46,360 to the budget to accomplish this additional work.

SIGNIFICANCE: The artificial production web tool is a component of the Program Performance and Progress tool, which is identified in Part I of the 2020 Addendum as one of the Council's primary tools for reporting on and communicating Program performance with stakeholders. The Council's informal Hatchery Workgroup originally initiated the concept of an artificial production web tool and supports its further development.

BUDGETARY/ECONOMIC IMPACTS

Authorization for staff to execute an amendment to this contract will result in adding \$46,360 to the budget for a total amended contract budget not-to-exceed \$66,690.

BACKGROUND AND ANALYSIS

The concept of an artificial production interactive web tool was first raised within the Council's informal Hatchery Workgroup as a means to tell the story of hatcheries for the region. In August 2020, the Council authorized staff to contract with QW Consulting,

LLC to develop the artificial production web tool in two components, with the first component completed in fiscal year 2020 pursuant to Contract C2020-75, and the second component kicking-off in fiscal year 2021 per Contract C2021-30, which was executed in October 2020 and included a total contract price not-to-exceed \$20,330. To date, QW Consulting, LLC, with the support of the Council's fish and wildlife and public affairs divisions, has developed the [hatchery program tracker](#), the hatchery webtool landing page, and several hatchery story maps and handouts for the web tool, including handouts for the Fish and Wildlife Program facilities, Lower Snake River Compensation Plan facilities, and Mitchell Act facilities. Staff will provide a presentation of the hatchery web tool to the Council at its January 2021 meeting, and the web tool as currently developed is anticipated to go live on the Council's website at the end of January 2021.

Consistent with the recommendations received from the informal Hatchery Workgroup at its December 2020, staff is now seeking Council authorization to amend Contract C2021-30 to further develop the artificial production web tool with the addition of supplementary hatchery data and the development of associated story maps. Specifically, staff seeks Council's authorization to add additional hatcheries and data to the tracker tool and to 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 (Cowlitz PUD, Tacoma PUD, Idaho Power, PacifiCorp, and Portland General Electric). Further development of the artificial production web tool will support the Council's work to report on program performance and further aid in telling the story of hatcheries around the region. Staff estimates an additional 488 hours are necessary to complete this supplementary work, and, therefore, also seeks authorization to extend the contract term to September 30, 2021 and add \$46,360 to the contract budget for a total amended contract budget not-to-exceed \$66,690.

ALTERNATIVES

The capacity does not exist within the Council staff to complete the additional developments sought to the artificial production webtool without outside support. Therefore, in the alternative to proceeding with an amendment to Contract C2021-30, the Council could choose to not pursue further development of the webtool at this time and not amend this contract as recommended by staff. Under this alternative, Contract C2021-30 will simply terminate on January 31, 2021.