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December 2, 2014

MEMORANDUM

TO: Fish and Wildlife Committee Members

FROM: Laura Robinson, Program Implementation and Liaison Specialist
Patty O'Toole, Program Implementation Manager

SUBJECT: Proposed plan for bringing the 2014 Fish and Wildlife Program onto a dynamic, multi-faceted website

BACKGROUND:

Presenter: Laura Robinson

Summary: In October 2014, the Council adopted an amended Fish and Wildlife Program. Throughout the amendment process, the Council members and staff were asked to not fear the technology, a reminder that the program would be placed on a dynamic, multi-faceted website once adopted. The program was written with this in mind, providing for easy links between sections to show how the pieces work together. Council staff has begun to map out and plan the transition of the 2014 program from paper to website and will update the Committee members on the progress of this effort.

Relevance: Fish and Wildlife Program

Workplan: 2014 Priority objective #2: Promote regional fish and wildlife recovery – implement Program
Proposed 2015 work plan: Convert final program to web platform

Background: Previous Fish and Wildlife Programs have remained as word or pdf documents and been printed for public consumption. In preparation for the 2014 Fish and Wildlife Program, Council members and staff agreed that

the program could be better accessed and utilized electronically via a dynamic website rather than as a print program.

More Info: Council staff will accomplish this work in two phases. The first phase focuses on enhancing the online program by providing viewers quick access to read and print each specific program section online rather than downloading the entire program. This phase also involves a website design and building component as well as creating web links between program sections to one another and to other Council products. Work for phase 1 began in November 2014. In February 2015, Council staff will vet a draft website with state and central staff for feedback and troubleshooting. After incorporating those concerns and ideas, Council staff will present a draft website to the Council members at the March meeting. The website will then undergo final revisions for a projected release date of March 31, 2015.

Phase 2 focuses on forming new relationships within the program material and associated Council and regional products in order to track implementation of the program and its policies. In phase 2, Council staff will be linking various Council web tools (such as the subbasin dashboards, HLI reports, project tracking tools, etc.) in order to better understand and track how our program is working and what goals and objectives we are meeting. Council staff is expecting to learn more about this process during phase 1 and will further scope phase 2 then. A projected timeline will come together as more progress in phase 1 is made.