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July 7, 2020

MEMORANDUM

TO: Council Members

FROM: Mark Fritsch

SUBJECT: Presentation on Hatchery Story Map

BACKGROUND:

Presenter: Mark Fritsch

Summary: Council staff will provide an overview of the conceptual 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), LSRCP, PUD, and Mitchell Act hatcheries.

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 Draft 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 preliminary work plan 2020; Program Implementation (2014 Program and 2020 Addendum); Program Performance, and other Program implementation.

Background: The Workgroup, hosted by Council member Guy Norman, has met four times during the past year. 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 communication will assist in guiding regionally coordinated approaches to hatchery needs and information exchange. To date, the Workgroup has 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. This exercise needs to be done in a clear manner that explains the various purposes of the hatcheries and what is needed to meet conservation and mitigation purposes to ensure success.

To accomplish this, the Workgroup is supporting the use of Story Maps, and infographics to tell the story of fish hatcheries as communication tools for the region. As part of this effort there is a need to assemble an inventory of hatchery facilities in the basin with a focus on metrics such as: 1) funding entity, 2) background information, 3) evolution of original purpose to current purpose, 4) production goals and objectives, 5) and unmet needs that include research.

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 their story. These coordinated efforts will provide for an improved basinwide understanding of hatcheries.

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, APRE).

To date, costs associated with the development of these tools have been absorbed through the Fish and Wildlife Division's unspent funds. In the near future, a request will be made to fund the development of an interactive web tool that will include a landing page, summary infographics, story maps, handouts, and a Workgroup information catalogue for the Program's artificial production programs. This effort will lead to an enhancement of the Program's Resource Tools and Maps. Anticipated cost will be approximately \$50,000.