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Northwest **Power** and **Conservation** Council

November 5, 2019

MEMORANDUM

TO: **Council Members**

FROM: **Nancy Leonard, program performance manager**
              Carol Winkel, senior writer and editor
              Mark Fritsch, project implementation manager

SUBJECT: **Review and finalize the web-based *Program Performance & Progress* tool**

BACKGROUND:

Presenters: Nancy Leonard, Carol Winkel, and Mark Fritsch

Summary: Review and finalize the *Program Performance & Progress* tool for posting on the Council's fish and wildlife webpage. This version represents input from fish and wildlife committee members, staff, a focus group, and managers from states and tribes.

This tool will be updated annually to reflect changes in the program and emerging priorities. It will evolve as information and technology changes.

Staff will present a live demonstration of the tool to hear feedback from Council members before posting it on the fish and wildlife webpage.

Relevance: This tool is identified in the draft 2020 addendum to the fish and wildlife program as one of the 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.

Background: We are completing the final phase of development. The tool's content uses existing data maintained on the Program Tracker, the Council's Columbia River Basin Fish and Wildlife Program Costs, and information from partners.

The *Program Performance & Progress* tool contains five sections:

- Council Message
  - Briefly introduces the program and its goals, inviting the user to learn more by exploring the site.

- Program Accomplishments
  - Highlights the program's mitigation work and key achievements.

- My Basin
  - Enables users to see what work is happening where they live.

- Hot Topics
  - Provides a broader perspective of the restoration work done through the program and by others in the basin.

- Partners
  - Links to tribes and federal and state fish and wildlife agencies that help implement the program.

The project began in 2017, and we are currently completing the final phase of its development. Staff has been working with QW Consulting to develop an online outreach tool to introduce non-technical stakeholders and the public to the program and communicate its achievements and related work.

The tool uses existing information 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.

The style and content of the tool is based on successful examples from our partners and others and uses infographics and visual storytelling to guide users through the information, keeping the description text succinct.

During the initial phase of development, we conducted interviews with Council staff and members to establish a concept for the design and topics. We shared a prototype of the tool with the fish and wildlife committee at the August 2017 Council Meeting and revised it based on the input from committee members.

During the second development phase, September - December 2017, we tested the prototype with a focus group. A broad range of stakeholders with varying levels of familiarity provided their feedback on: 1) the content and how it is presented; 2) their experience and how to improve the tool's navigation; 3) what should be included in the tool; 4) likes and dislikes about the tool; 5) suggestions on what should or should not be included, relative to other tools; and 6) what could be done to improve the tool. The 15 focus group participants included representatives from MFWP, ODFW, RCO, ex-ISAB member, CRITFC, PNAMP, PPC, USRTF, NSAI, Water Watch, NPCC, and private citizens

During the third phase, January - July 2019, we used input from fish and wildlife committee members and staff to draft infographics; finalize the printable handout template; and complete a number of stories.

To gain stakeholder feedback, staff held in-person meetings with 31 individuals representing fish and wildlife managers from the: Burns Paiute Tribe, Shoshone-Paiute Tribes, Upper Snake River Tribes Foundation, Coeur d'Alene Tribe of Indians, Confederated Tribes of the Colville Reservation, Kalispel Tribe of Indians, Kootenai Tribe of Idaho, Spokane Tribe of Indians, Upper Columbia United Tribes, Nez Perce Tribe, Confederated Tribes of the Warm Springs Reservation of Oregon, Confederated Tribes and Bands of the Yakama Nation, Idaho Department of Fish and Game, Oregon Department of Fish and Wildlife, Montana Fish Wildlife & Parks, and Washington Department of Fish and Wildlife.

During the final phase, August – November 2019, we revised the tool based on this feedback. Modifications included: 1) removing the species sections; 2) adding a partners section; 3) changing the basinwide section to a hot topics section to show the broad base of fish and wildlife work done by many entities; 4) broadening the topics and timelines of the infographics; 5) limiting the printable handout to the overall program; and 6) creating a post card to advertise the tool.

We are now seeking final input from Council members before posting it on the Council's Fish and Wildlife website.

More Info:
- Fish and Wildlife Committee, February 2019, Update on *Program Performance & Progress* tool. https://www.nwcouncil.org/sites/default/files/2019_0212_f3.pdf
- Fish and Wildlife Committee, December 2018, discuss design and content of the draft Program performance and species status tool. https://www.nwcouncil.org/sites/default/files/2018_1211_f2.pdf
- Fish and Wildlife Committee, August 2017, update on prototype multimedia website about the Fish and Wildlife Program https://www.nwcouncil.org/media/7491232/f1.pdf