



# R & E Grant Application 23-25 Biennium

Project #: 23-A3

## *R&E Publicity*

### *Project Information*

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**Requested Cycle:** 23-1  
**R&E Project Request:** \$10,000  
**Other Funding:** \$0  
**Total Project:** \$10,000  
**Spending Start Date:** 7/1/2023  
**Spending End Date:** 6/30/2025  
**Project Start Date:** 7/1/2023  
**Project End Date:** 6/30/2025  
**Organization:** Oregon Department of Fish and Wildlife

### *Applicant Information*

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**Name:** Marty Olson  
**Address:** 3561 Klindt Dr  
The Dalles, OR 97058  
**Telephone:** 503-947-6232  
**Telephone 2:** 541-967-2160  
**Email:** Martin.P.OLSON@odfw.oregon.gov

### *Past Recommended or Completed Projects*

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This applicant has no previous projects that match criteria.

### *Authorized Agent*

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**Name:** Michael Gauvin  
**Address:** 4034 Fairview Industrial Drive  
Salem, OR 91302  
**Telephone:** 503-947-6214  
**Email:** michael.w.gauvin@odfw.oregon.gov

## **Location Information**

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### Where is it?

The project will occur Statewide  
The project will not occur on any property

## **Project Summary**

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### Project Summary

*Please provide a couple sentence summary of the proposal.*

This project is to provide material that promotes how ODFW is improving fishing opportunities in the State of Oregon through the STEP and R&E programs.

### Overall Project Goals

*Describe the primary goals or outcomes of the entire project, including elements not requesting funding from R&E.*

To further educate the public on how their license dollars are used to enhance fishing opportunities across the state.

### Primary objectives of R&E funding

*Please describe the measurable objectives for the R&E portion of the funding request.*

Implement the STEP/RE Communication plan  
Develop materials that focus on telling the story of how ODFW is working to improve fisheries and access to fisheries through the STEP and R&E programs.

### Current Situation/Justification

*Please describe the current situation and explain why this funding is needed.*

### Recreation and Commercial Benefit

*This project will provide benefits to:*

Recreational fisheries  
Commercial fisheries

*Explain how this project will contribute to current (and/or potential) fishing opportunities, access, or fisheries management.*

*Percent benefit split between Commercial and Recreational anglers:*

10 % Commercial  
90 % Recreational

*Please explain, or justify, how the percentage split was determined:*

*This project has been identified as an ODFW priority for:*

*Does this project directly support implementation of the ODFW Strategic Plan and/or current Fish*

*Division priorities?*

Yes

ODFW Strategic Plan. Goal #4 Invest in infrastructure that best supports our mission.

*Please briefly explain when this was identified as a priority and what process or workgroup was used to identified this as an ODFW priority.*

*Identify any plan or other document that identifies this priority.*

*Is this project part of an approved Salmon-Trout Enhancement Program (STEP) activity?*

No

*This project is intended to benefit the following species:*

Fall Chinook Salmon  
Largemouth Bass  
Smallmouth Bass  
Yellow Perch  
Spring Chinook Salmon  
Coho Salmon  
Lamprey  
Winter Steelhead  
Summer Steelhead  
Cutthroat Trout  
Rainbow Trout  
White Sturgeon

*This project will benefit anglers or fishery by providing:*

Education/Outreach

*Education/Outreach*

*This project will:*

Educate the public about angling opportunities and fisheries in Oregon

*The main focus of this project is to:*

Support established education program

*Is this education/outreach associated with ODFW efforts?*

Yes

STEP

Angler education

*This education/outreach effort will target:*

Youth (< 18 years old)  
Adults (18 years old or more)  
Families (Youth and Adult family members/mentors)  
New anglers  
Current anglers  
Returning anglers (those who used to fish but don't currently)  
Underserved populations  
School groups

Number of people targeted by this proposal:

Estimate the average amount of time that each attendee will participate in the proposed effort.

Explain the duration/frequency of the proposed outreach effort.

Will the developed materials be available for use by other organizations or the public(i.e curriculum, teaching techniques, educational strategies, materials)?

No

## **Project Description**

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### Schedule

Activity	Date	RE Funding
Provide education about the R&E Program	6/30/2025	Yes

### Permits

Permit	Secured?	Date Expected
	No	

### Project Design and Description

Please describe in detail the methods or approach that will be used to achieve the project objectives.

### Engineering

Does the project involve capital improvement, engineering, site grading or other construction?

No

### Project Management and Maintenance

What is the life expectancy of R&E funded construction, structures, equipment, supplies, data or fishery?

Who is responsible for long term management, maintenance, and oversight of the project beyond what is funded by R&E.

Will the project require ongoing maintenance?

No

Is there a plan to collect baseline data and to conduct monitoring efforts to measure the effectiveness of the project?

No

## **Project Funding**

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### Funding

Have you applied for OWEB funding for this project?

No

*Has this proposal, or similar proposal for this project location, previously been denied by OWEB or other funding source?*

No

Other Funding Source	Type	Secured	Dollar Value	Comments
		Pending	0	
		Total	0	

## Budget

Item	Unit Number	Unit Cost	In-kind or non-cash contributions	Funding from other sources	R&E Funds	Total Costs
<b>PROJECT MANAGEMENT</b>						
			0	0	0	0
		SUBTOTAL	0	0	0	0
<b>IN-HOUSE PERSONNEL</b>						
			0	0	0	0
		SUBTOTAL	0	0	0	0
<b>CONTRACTED SERVICES</b>						
Program Publicity (videos, photo library, displays, etc.)	0	0.00	0	0	10000	10000
		SUBTOTAL	0	0	10000	10000
<b>TRAVEL</b>						
			0	0	0	0
		SUBTOTAL	0	0	0	0
<b>SUPPLIES/MATERIALS</b>						
			0	0	0	0
		SUBTOTAL	0	0	0	0
<b>EDUCATION/OUTREACH</b>						
			0	0	0	0
		SUBTOTAL	0	0	0	0
<b>EQUIPMENT</b>						
			0	0	0	0
		SUBTOTAL	0	0	0	0
<b>FISCAL ADMINISTRATION</b>						
			0	0	0	0
		SUBTOTAL	0	0	0	0
		BUDGET TOTAL	0	0	10000	10000

## ***Internal Review Results***

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**Review Score:** 1.8 out of 3

(0 = Do Not Fund, 1 = Strengthen Proposal, 2 = Recommend, 3 = Strongly Recommend)

## ***Additional Files***

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Budget Information

Maps

Photos

Design Information

Management Plans and Supporting Documents

Permits and Reviews

Partnerships

Public Comment

Administrative Documents

[Signature](#)

*Signature Page*



***Completion Report***

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A completion report has not been submitted for this project.