



# 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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Number	Name	Status
25-A0	R&E Program Administration	Recommended
25-A6	R&E Construction Project Manager	Recommended

### 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	No

### ***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
PROJECT MANAGEMENT						
			0	0	0	0
		SUBTOTAL	0	0	0	0
IN-HOUSE PERSONNEL						
			0	0	0	0
		SUBTOTAL	0	0	0	0
CONTRACTED SERVICES						
Program Publicity (videos, photo library, displays, etc.)	0	0.00	0	0	10000	10000
		SUBTOTAL	0	0	10000	10000
TRAVEL						
			0	0	0	0
		SUBTOTAL	0	0	0	0
SUPPLIES/MATERIALS						
			0	0	0	0
		SUBTOTAL	0	0	0	0
EDUCATION/OUTREACH						
			0	0	0	0
		SUBTOTAL	0	0	0	0
EQUIPMENT						
			0	0	0	0
		SUBTOTAL	0	0	0	0
FISCAL ADMINISTRATION						
			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.