



# R & E Grant Application

Project #:

## *Hatchery Quest – Engagement and Education*

### ***Project Information***

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**Requested Cycle:** 25-4  
**R&E Project Request:** \$30,000  
**Other Funding:** \$30,000  
**Total Project:** \$60,000  
**Spending Start Date:** 1/1/2027  
**Spending End Date:** 6/30/2028  
**Project Start Date:** 1/1/2027  
**Project End Date:** 6/30/2028  
**Organization:** ODFW

### ***Applicant Information***

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**Name:** Chris Kern  
**Address:** 4034 Fairview Industrial Drive  
Salem, OR 97302  
**Telephone:** 503-647-6218  
**Email:** chris.j.kern@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:** Brent Hanners  
**Address:** 17330 SE Evelyn St  
Clackamas, OR 97015  
**Telephone:** 971-673-6006  
**Email:** brent.a.hanners@odfw.oregon.gov

## **Location Information**

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### Where is it?

The project will occur Statewide  
The project will occur on public land owned or managed by the applicant

### Site Description

*Street Address, nearest intersection, or other descriptive location.*

Multiple hatchery locations

*Directions to the site from the nearest highway junction.*

*Following project completion, public anglers will be allowed the following level of access to the project site:*

Full access

*Please describe what leases, easements, agreements are in place to ensure angler access to the project site, and what is the length of each agreement.*

None needed

*Dominant Land Use Type:*

Hatchery grounds

### Project Location

*General Project Location.*

*Specific Project Location.*

Latitude

Longitude

## **Project Summary**

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### Project Summary

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

Hatchery Quest is a statewide initiative designed to elevate public understanding of Oregon's hatchery system and fisheries, increase visitation, encourage stewardship, and build long-term support for fisheries, hatchery infrastructure, conservation, and educational programming.

### Overall Project Goals

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

Increase public awareness of Oregon's fish and fisheries

Increase public awareness of hatchery operations and conservation value.

Drive visitation to hatcheries through gamified, flexible pathways.

Provide accessible educational content via audio tours and on site interpretation.

Create durable, scalable installations that support long term engagement.

### Primary objectives of R&E funding

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

#### Education Forward Audio Tours

Develop audio scripts and educational themes. Produce and host audio for 32 hatcheries. Implement QR codes or alphanumeric codes linking visitors to audio content.

#### Physical Visitation Infrastructure

Design and install durable interpretive signage and/or kiosks. Develop physical passport elements. Create digital passport components. Establish reward tiers based on number of hatcheries visited.

Public launch materials, messaging, and outreach strategy. Evaluation and pilot testing report.

Success will be assessed by:

Number of hatcheries with Quest infrastructure. Visitor engagement metrics. Increases in hatchery visitation. Feedback from hatcheries and visitors. Support from stakeholders and community partners. Long term adoption and integration of installations

### Current Situation/Justification

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

Hatchery Quest is being developed as a statewide public engagement initiative designed to highlight the value of Oregon's fisheries and hatcheries, increase visitation, support funding/bonding needs, and build public buy in. The program aims to educate Oregonians and visitors about hatchery operations, conservation values, and opportunities for involvement, while dispelling myths and creating fun, gamified incentives for people to travel to multiple hatchery sites.

While many visitors to ODFW hatcheries are licensed anglers, the majority are not, and in fact many of our visitors are relatively unaware of the role, and in some case existence, of our hatcheries. During ODFW's hatchery resiliency study, economic analyses showed significant regional economic output associated with visitation to our hatcheries. Our hatcheries provide an ideal venue to educate the public about the importance of our fisheries and the role hatcheries play in supporting them.

### 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.*

This is primarily an educational project. This project will not contribute to direct production of hatchery fish. Our goals are to build understanding and support for Oregon's hatchery system, which will help ensure the long-term sustainability of the system. As Oregon's population grows, we know that an increasingly lower percentage of our population are comprised of licensed anglers, and many do not attach the same values to fish and fishery opportunities that long-term residents of Oregon might. Hatchery Quest will provide a venue to inform and educate all visitors, regardless of their proximity or familiarity with fish or fisheries. There may be no better place to conduct this education than at our hatcheries. By providing new and additional incentives to visit our facilities we seek to increase the proportion of the population that is exposed to the importance of fish, fisheries, and hatcheries.

*Percent benefit split between Commercial and Recreational anglers:*

50 % Commercial  
50 % Recreational

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

As an educational project, the project seeks to help create and maintain long-term public support for Oregon hatcheries. As such, while it is not producing fish directly, long-term benefits will accrue to both sport and commercial fisheries. We have assigned this at 50/50.

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

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

Yes

Improving outreach and education of our hatchery facilities and the fisheries they support has been identified as a priority by both Fish Division and the Director's office.

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

The Inland Fish component of Fish Division identifies key priorities for each biennium and for this biennium the functions this project seeks to achieve are identified as a priority for the Propagation Program. The Fish Division Administrator and Deputy administrator's have placed a priority on this project.

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

*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  
Spring Chinook Salmon  
Coho Salmon  
Winter Steelhead  
Summer Steelhead  
Rainbow Trout

*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  
Teach the public about fish (ecology, life history) and/or fish habitat needs  
Teach the public about watershed health and it's relation to the health of fish populations  
Teach the public about hatchery operations, history of use in Oregon and elsewhere, and role in fisheries and fish conservation

*The main focus of this project is to:*

Create brochure/marketing  
Create educational material  
Create new educational progam

Informational signage/kiosk

We are evaluating several smartphone applications for use for Hatchery Quest. Successful implementation of an app-based approach will greatly reduce the volume and costs compared to printed alternatives. But we may need a mix of electronic and physical media. We intend to also create self guided tours where visitors will be able to see where the different hatchery operations occur and learn about each step.

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

Yes

ODFW facility

*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.*

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*Explain the duration/frequency of the proposed outreach effort.*

The Hatchery Resiliency economic study identified 168,000 visitors per year for a subset of just 13 of Oregon's hatcheries. Bonneville Hatchery (which was not included in the study) reports an estimated 500,000 visitors per year. Many of our hatcheries are located along major tourism travel routes (Bonneville/I84, Marion Forks/Hwy 22, various near Hwy 101). Several are in key tourism areas and receive high visitations (Wizard Falls/Camp Sherman, McKenzie and Leaburg/West Cascades). The reach of this project will be determined by the rate of participation of visitors, but the potential reach is well over 500,000.

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

Yes

As applicable, any of the materials could provided to others to assist in education and outreach. For instance, for hatcheries that are closely associated with a STEP group we can work with STEP to incorporate STEP materials as well as provide our materials to STEP.

## ***Project Description***

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### Schedule

Activity	Date	RE Funding
		No

### Permits

Permit	Secured?	Date Expected

No permits required but care will be taken to plan for zero ground disturbance for signage and kiosk to avoid archaeological concerns.	No	
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**Project Design and Description**

*Please describe in detail the methods or approach that will be used to achieve the project objectives.*  
 ODFWs Fish Division is relying upon Communications Division to guide creation of materials and selection of media formats (i.e., printed, phone app, etc.). Communications Division is using best practices for marketing and outreach programming.

**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?*  
 We anticipate this as a pilot project to get the program up and running, no long term RE funding is anticipated to be needed for upkeep and maintenance. Signage and kiosks can be maintained locally by hatcheries.

*Who is responsible for long term management, maintenance, and oversight of the project beyond what is funded by R&E.*  
 Operations of the program will primarily be the responsibility of Fish Division Propagation Program and Communications Division, with limited onsite maintenance and some content curation anticipate to be conducted by staff at individual hatcheries, fish propagation program, and regional hatchery coordinators. Structures and physical infrastructure will be minimal.

*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?*  
 Yes  
 Under an app-based approach we anticipate being able to capture activity data, visitations, etc. to gauge public engagement.

**Project Funding**

**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
		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>						
Chris Kern, Fish Propagation ODFW	40	75	3,000			3,000
Amanda Solla, Communications ODFW	40	50	2,000			2,000
		<b>SUBTOTAL</b>	<b>5,000</b>			<b>5,000</b>
<b>IN-HOUSE PERSONNEL</b>						
Aubree Perenoud, Communications ODFW	40	35	1,400			1,400
Brent Hinners, West Region ODFW	40	60	2,400			2,400
		<b>SUBTOTAL</b>	<b>3,800</b>			<b>3,800</b>
<b>CONTRACTED SERVICES</b>						
		<b>SUBTOTAL</b>				
<b>TRAVEL</b>						
		<b>SUBTOTAL</b>				
<b>SUPPLIES/MATERIALS</b>						
Miscellaneous supplies for kiosks and signage				11,200		11,200
		<b>SUBTOTAL</b>		<b>11,200</b>		<b>11,200</b>
<b>EDUCATION/OUTREACH</b>						
Subscription to smartphone application service vendor				10,000	30,000	40,000
		<b>SUBTOTAL</b>		<b>10,000</b>	<b>30,000</b>	<b>40,000</b>
<b>EQUIPMENT</b>						
		<b>SUBTOTAL</b>				
<b>FISCAL ADMINISTRATION</b>						
		<b>SUBTOTAL</b>				
		<b>BUDGET TOTAL</b>	<b>8,800</b>	<b>21,200</b>	<b>30,000</b>	<b>60,000</b>



## ***Additional Files***

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Budget Information

Maps

Photos

Design Information

[Demo](#)

*Sample demo of Hatchery Quest content*

Management Plans and Supporting Documents

Permits and Reviews

Partnerships

Public Comment

Administrative Documents

***Completion Report***

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A completion report has not been submitted for this project.