



R & E Grant Application 17-19 Biennium

Project #: 17-020

Sandy River Restoration and Recreation Guide

Project Information

Requested Cycle: 17-2
R&E Project Request: \$9,900
Other Funding: \$44,613
Total Project: \$54,513
Spending Start Date: 7/1/2017
Spending End Date: 12/30/2018
Project Start Date: 7/1/2017
Project End Date: 12/30/2018
Organization: Sandy River Basin Watershed Council (Tax ID #: 93-1294148)

Fiscal Officer

Name: Katherine Cory
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Applicant Information

Name: Sara Ennis
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Email: sara@sandyriver.org

Past Recommended or Completed Projects

This applicant has no previous projects that match criteria.

Authorized Agent

Name: Sara Ennis
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Telephone: 971-325-4224
Email: sara@sandyriver.org

Location Information

Where is it?

The project will occur Statewide

Project Summary

Project Summary

Please provide a couple sentence summary of the proposal.

This project will create an angling and stewardship recreation website as a clearing house of critical information for new and experienced anglers on where to get instruction, outfitters, river access points, boating and safety information, fishing conditions, and a calendar of stewardship opportunities to recruit new and retain current anglers.

Overall Project Goals

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

Increase access to angling along the Sandy River by providing information about access points for bank fishing and boating for anglers new to and familiar with the basin, as well as providing information and resources to new and experienced anglers including safety information, regulations, instruction, and guides.

Increase participation in angling among under-represented groups, specifically youth and people of color, by distributing the guide widely through partnerships with Soul River and NW Steelheaders fishing camps to introduce the sport to novices, provide instruction, and direct opportunities for engagement.

Reduce impact and protect investments in fish habitat restoration areas, from instream structures to riparian vegetation management, by directing visitors to areas that can withstand impact and by educating users on how to "Leave No Trace".

Provide opportunities for anglers to engage in direct stewardship opportunities independently and through events, including trash removal, outreach and education activities, invasive species identification and removal, and native plantings, to better protect the ecological integrity of the basin.

Hundreds of accidents occur along the Sandy every year. The website will provide a clearing house of information that can be accessed remotely regarding hazards with printable options for park staff to distribute to anglers and river users.

Establish a website with interactive mapping capabilities for anglers to identify angling resources and opportunities in different parts of the Basin, along with current information on fishing regulations and conditions to prevent poaching and improve safety and the overall angling experience.

Encourage wider, more diverse audiences to enjoy the beauty, angling, and recreational opportunities in the Sandy River Basin, while also inspiring users to become active stewards who advocate for and engage in its further protection and restoration.

Primary objectives of R&E funding

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

Launch world-class angling and stewardship recreation website for the Sandy River Basin by the end of 2017 by hiring a production consultant with 15+ years experience in the region with similar projects, and qualified web and graphic designers.

Coordinate with key stakeholders such as ODFW, USFS, BLM, Metro, other agencies, outfitters, to build partnerships, collect current information, and solicit project feedback to ensure a robust final product.

Drive traffic to project website to reach 50,000 visitors within six months of launch. Increase traffic to ODFW website and promote ODFW angler recruitment and retention efforts, in support of increased purchase of

Current Situation/Justification

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

The Sandy River offers some of the most pristine habitat vital for salmon recovery in the lower Columbia River and for anglers and recreational users near Oregon's largest Metro area. Consequently, the Sandy Basin hosts millions of visitors and growing, every year. Impacts of this use are evident in the trash found throughout the basin, in the extensive networks of social trails, exacerbated erosion, and disturbance near sensitive spawning grounds. High use also coincides with the basin's most sensitive areas: tons of trash removed from the headwaters and lower river via annual volunteer events, at the restored, but threatened spawning grounds along Still Creek, and at the Sandy River Delta. Anglers and recreational users love the Sandy River and want to see it's natural beauty and habitat value sustained for generations to come. Many are not aware of their impact. The website will provide critical information not only regarding angling opportunities and resources, but will direct anglers and visitors to enjoy the Sandy in areas and ways that can withstand the impact, and allow anglers to engage directly in restoring and protecting the river by providing information on riparian habitat and bank stabilization efforts, and ways to participate.

Recreation and Commercial Benefit

This project will provide benefits to:

Recreational fisheries

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

Fishing along the Sandy River is an extremely popular and important recreational activity. Eight runs of anadromous fish and ten resident species allow for quality fishing during most of the year. Steelhead, Chinook and early winter Coho have popular sport fisheries on the Sandy. According to a 1997 ODFW report, 230,000 winter Steelhead smolts are released annually to support popular sport fishing activities in the lower Sandy. Data from the BLM indicate nearly 10,000 adult winter Steelhead returns every year. A 1988 ODFW estimate put total angling usage at 75,000 annual angler days for anadromous fish alone, with a possible total of 100,000 annual days when all species are included, which number has grown immensely since the time of that report. Access is increasingly an issue of concern, especially for bank anglers as properties have become privatized or closed due to conflicts over use. The website can be used to direct anglers to areas without conflicts and be used as a springboard for discussion to improve access. In addition to access points, the website will be an important resource for recruitment and retention by providing key information and resources for new and experienced

anglers in collaboration with ODFW I&E efforts.

Percent benefit split between Commercial and Recreational anglers:

0 % Commercial

100 % Recreational

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

The Sandy River is only open to recreational fishing, though the fish produced in the Sandy support the commercial fishery in the Columbia River.

This project has been identified as an ODFW priority for:

Local/watershed

Basin/regional

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

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.

Sandy River Basin Partners long-term priorities include sustainable recreational fishery;

SRBWC 5-year strategic vision emphasizes engagement of diverse audiences to cultivate community-based stewardship

Sandy River Basin Integrated Recreation Management Plan

Sandy River Basin Vision Document

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

Other Species

smelt, western painted turtle

Spring Chinook Salmon

Coho Salmon

Lamprey

Winter Steelhead

Summer Steelhead

Cutthroat Trout

Rainbow Trout

This project will benefit anglers or fishery by providing:

Angler Access

Education/Outreach

Angler Access

This project will:

Maintain/restore current angler access

Choose the following that best describes the angling access provided by the project:

Locations, and maps of multiple angling access areas basin-wide

Do similar access sites, facilities, or fisheries exist within 10 miles of the project site?

No

Education/Outreach

This project will:

- Educate the public about angling opportunities and fisheries in Oregon
- Teach the public about fishing basics, fishing gear, fishing techniques, and/or fishing etiquette
- 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

The main focus of this project is to:

- Create brochure/marketing
- Create educational material
- Produce website to serve as clearing house of information on angling resources and opportunities to engage in complementary stewardship activities like riparian habitat restoration.

Is this education/outreach associated with ODFW efforts?

Yes

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

Number of people targeted by this proposal:

5000

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

.25

Explain the duration/frequency of the proposed outreach effort.

With links from USFS recreation, ODFW, and other partner websites, we hope to receive 100,000+ visits in the first year by using search engine optimization strategies to drive traffic to the project website. Average length of visits to the website will last a few minutes. Website launch information will be shared and promoted directly with user groups through events like the Coho Derby and SRBWC's annual Timberline to Troutdale cleanup events. SRBWC has engaged 500 volunteers in restoration activities in 2017 to date. With direct local contact through events, media, and partner promotion, we anticipate an additional 500 volunteers at SRBWC 2017 events, let alone partner events, spending an average of 3 hours per event. Other organized stewardship activities, including native plantings and invasive species removal, will be offered throughout the year, as well as partner events.

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

Yes

Information about the website will be distributed widely, especially to target audiences that

emphasize engaging women, youth, and people of color in angling and outdoor recreation activities through partners, stewardship events, other SRBWC education programs, and traditional venues like tourist bureaus, guides, and outfitters. Pdf versions of existing guides will be available online for free download and the website will contain layered mapping capabilities to tailor information to users' specific activity and geographic preferences. As such, organizations may freely refer users to the website with comprehensive information and links to more extensive resources as well as printable versions of existing angling and recreation information.

Project Description

Schedule

Activity	Date	RE Funding
Theme development, mapping, and messages	3/2017	No
Conduct Research: Interview agency and recreation stakeholders	4/2017	Yes
Convene Partners for project design focus group	5/2017	No
Collect Data: geocode locations, collect permit/access information, etc.	6/2017	No
Create maps, draft text, and design layout	7/2017	Yes
Website layout draft	8/2017	Yes
Release preliminary website information at Timberline to Troutdale Cleanup Events	9/2017	Yes
Convene partners for final editing and review	10/2017	No
Launch live trial of website	11/2017	Yes
Media and Press Release	12/2017	No
Web Management protocols	1/2018	No

Permits

Permit	Secured?	Date Expected
No permits needed for this project	No	

Project Design and Description

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

Please Note:

This project has shifted from printing hard copies of a recreation guide to creating a website that can serve as a clearing-house of complete angling and recreation information and provide links to more comprehensive resources. The reasons for this shift include adapting to current user technologies, eliminating high printing costs, and greatly improving project accessibility, life-span, and ease of updating. Please see additional information on the project and methods to achieve objectives below:

The Sandy River Watershed is a popular recreation destination receiving millions of visitors annually who come to enjoy the area's pristine forests and rivers. As the number of visitors increase, so to, do the impacts to sensitive ecological resources within the watershed. While the Watershed Council values passive and active recreation experiences, some of these activities are compromising decades of habitat restoration work that remains critical for Pacific salmon recovery and the protection of wildlife.

To better protect the sensitive resources and minimize impacts to restoration projects, the Sandy River Basin Watershed Council (SRBWC) has identified the need to improve communications with anglers, stakeholders, and tourists living, working, visiting, and recreating

within the watershed. This communication will educate recreation users, inspire engagement, and advance the ethic for protection of the watershed resources within a conservation based recreation setting.

Furthermore, there is no single resource that provides current information on diverse forms of recreation in the basin. This effort will build upon partnerships that were formed to produce the 2011 Sandy River Water Trail and Paddle Guide, which is out of date and difficult to obtain in print, but is available online: https://imageserv11.team-logic.com/mediaLibrary/2036/Sandy_Water_Trail_2012.pdf

The SRBWC proposes to create a communication platform highlighting a website that will fill a gap in both the availability of information on angling and a range of angling and recreation opportunities, watershed restoration efforts, Leave No Trace principles, and stewardship activities. The site will act as a clearing-house, providing a place to gather information on angling, recreation, conservation programs, and communicate how to recreate within a conservation setting. The website will:

- Feature interactive maps focusing on users' geographic and recreation areas of interest
- Provide information on guides, outfitters, and how to get started in angling and other new sports
- Educate users about safety, conservation, and leave no trace principles
- Inspire recreation users to engage in stewardship activities independently and through the SRBWC and partner programs
- Target diverse audiences typically under-represented in angling and outdoor natural area recreation

The interactive maps will allow anglers and other recreational users to find specific kinds of information, such as bank fishing access points or boat launch sites. The website will be a useful tool for families or groups, simplifying trip planning by identifying multiple recreational opportunities within a nearby area, to better meet a range of interests such as hiking, wildlife viewing, swimming, etc.

The primary activities for producing the guide will include convening partners, gathering information, collecting data as needed, drafting text, graphic design, web development, editing and vetting, and finally promoting the launch of the website (see detailed proposed work plan below). Primary partners will include representatives from public land agencies (BLM, USFS, NPS, ODFW, Oregon State Marine Board, ODPR, Clackamas and Multnomah counties, Metro, Cities of Troutdale, Gresham, Sandy, and Mt. Hood Villages), representatives from recreation, tourism, and the angling and community including NW Steelheaders Sandy Chapter, fishing guides, outfitters and individuals.

Shapiro Didway, a landscape design and environmental planning services firm with extensive experience in ecological restoration and recreation program development, will provide critical expertise in developing strategic partnerships, collecting data, mapping, designing graphic materials and website layout, as well as developing marketing and outreach plans. SRBWC will conduct informational interviews with partners and co-facilitate design information gathering charette(s), conduct research, draft materials, incorporate partner feedback, implement marketing and outreach plans including coordinating with the Coho Derby, NW Steelheaders workshops and planning the Timberline to Troutdale Cleanup events to launch the website and ensure widespread involvement and awareness.

The Recreation Guide Release Party will be combined with our annual Timberline to Troutdale cleanup events, inviting stakeholders to put the principles of the guide into action, by combining stewardship with recreation and angling. Materials promoting the website will be distributed to these events. The Troutdale floating cleanup is a free, beginner friendly, raft trip near the mouth of the river, picking up trash along the way. Angling partner organizations will be invited to host fishing events in conjunction with the cleanups.

Outreach for the release events and guide distribution will include: press releases to local newspapers, flyers, social media, announcements to partners, the angling and recreation community, conservation community, and groups like: NW Steelheaders, Fishing Camps, Outdoor School, Soul River, (veterans teach at risk-youth to fish), Mt. Hood Community College, local high schools, chambers of commerce in the cities of Sandy, Gresham and Troutdale, and regional tourism agencies including Travel Oregon, a co-sponsor of this project. Travel Oregon has also offered to promote the project by producing a video clip. These efforts combined with rigorous search engine optimization efforts, we expect will drive tens of thousands of users to the website within the first year increase angling access by a subset of that number.

Proposed Work Plan:

Task 1: Kick off Meeting and Theme Development:

The kick off meeting will bring together the members of the project team and select project partners to discuss the style, identify themes, and zones of the watershed and identify types of recreation associated with specific conservation areas. The meeting will allow the team to discuss logistics such as the coordination of base maps, photographs, text and information gathering.

- Deliverables: Project Action Plan, Theme Development; Mapping and Messages, Website components

Task 1b: Meetings with select user groups

The team will discuss local watershed knowledge with select recreation users. These meetings will help describe and validate where the highest level of recreation are taking place and where special places of meaning to local community members are located...

- Deliverables: Meeting notes and chart listing the priorities and commitments

Meetings (2)

Task 2: Graphic Design, Branding and Functionality

Design of all graphic elements associated with populating the site. As this project looks to share information between the print copy and a website, graphic materials will be produced to support this crossover.

Deliverables: This task will support content generation the site.

- Refine map layers and create map base
 - o The coalition will provide all appropriate Geographic Information Systems maps as an Adobe Illustrator (.ai) file for production of the trail map.
- Recreation Opportunities Spectrum(ROS) identified in context to experience and level of skill
- Web Site information (Themes)
 - o Locations of Primary and secondary river access points, trail heads, places of meaning
 - o Locations of River hazards
 - o Naming of rafting sections – specific rapids – sections of river – and associated skill level

and points of interest and distances

- o Tourism activities
- o Outfitter locations
- o River Recreation –fishing, paddling
- o Terrestrial Recreations – Mountain biking, hiking etc.
- Interpretive and Regulatory information
- o Safety contact information
- o River ethics, rules and regulations (OSMB, ODFW, LNT)
- o Context Description Writing – River history, Mount Hood, Barlow Trail etc.
- o Conservation Ethics
- Submittal 1: Meeting (2) 30% review

Task 3: Project Team Work Session

The project team will get together to review the items generated in task 2. Of these items information, will be refined and additional information will be added

Deliverables: Project notes, redline edits to products generated in task 2.

Task 4 Design Template and Layout EXPAND/Review

As the graphic features from Task 2 are formatted they will be placed within the design template. As the graphic components are developed we will submit for review at 30%, 60%and 90% completion.

- Populate the web site

Submittal 2: Meeting (3) 60% review

- Deliverables: Edit Products reviewed in task 3, and develop storyboards for web pages

Task 5: Website Creation | Writing |Copy Editing | Print Management | Printing

Develop the web platform and format

Submittal 3: Meeting (3) 90% review

Review of Proofs from the printer – This meeting can be with the coalition or with the primary point of contact. The goal of this meeting is for final copy review before expediting final production and live broadcast of the website.

Submittal 4 Meeting (4)

Final Web Platform and all materials and maps presented to client

Deliverables to include cover page, key messages and themes, inactive map, downloadable PDF's, logo, calendar and images

Task 6: Website Launch, Distribution, and Management

On completion of the website official outreach will take place to support distribution to use groups. Outreach will consist of press releases, newsletter articles and links to partnership websites.

Management protocols will be detailed and website optimization will fine tune how the site is viewed and will improve distribution.

Deliverables: Outreach to partners, press releases to news organizations and newsletter articles; establish website links to partner's sites. Website optimization review after the official launch of the site. Web Management protocols

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?

Given to the ease of updating and maintaining websites, this project stands to live on into perpetuity until the technology changes.

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

SRBWC will host or seek a partner to host the website for the long term, while maintaining access to make monthly updates. Partners will continue to support the project after completion to ensure that the website remains in optimal condition. Staff will continue to seek relevant information to improve and enhance the website, including information on current fish runs and fishing conditions.

Will the project require ongoing maintenance?

Yes

The website will be updated monthly to ensure current information is available.

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

Yes

Baseline data will include participation in past stewardship events and volumes of trash removed, which will be compared to participation in future events and trash removed. The number of visitors to the website will be a key indicator of project success, which we expect to grow steadily over the first couple years. We also expect additional visits to the ODFW website and increased participation in regional recruitment and retention activities.

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?

```
[{"source":"Travel Oregon","type":"Cash","secured":"Secured","dollarValue":8800,"comments":""},{
"source":"Cabelas","type":"Cash","secured":"Pending","dollarValue":9490,"comments":""},
{"source":"Jordan Sector","type":"In-Kind","secured":"Secured","dollarValue":2400,"comments":""},
{"source":"PCC ARC Gis Students","type":"Cash","secured":"Pending","dollarValue":923,"comments":"Mapping"},
{"source":"Oregon Parks and Recreation - Trails","type":"Cash","secured":"Pending","dollarValue":16500,"comments":""},
{"source":"City of Sandy","type":"Cash","secured":"Secured","dollarValue":4000,"comments":""},
{"source":"Mazamas","type":"Cash","secured":"Pending","dollarValue":2500,"comments":""}]
```

Other Funding Source	Type	Secured	Dollar Value	Comments
Travel Oregon	Cash	Secured	8800	
Cabelas	Cash	Pending	9490	
Jordan Sector	In-Kind	Secured	2400	

PCC ARC Gis Students	Cash	Pending	923	Mapping
Oregon Parks and Recreation - Trails	Cash	Pending	16500	
City of Sandy	Cash	Secured	4000	
Mazamas	Cash	Pending	2500	
		Total	44613	

Budget

Item	Unit Number	Unit Cost	In-kind or non-cash contributions	Funding from other sources	R&E Funds	Total Costs
PROJECT MANAGEMENT						
Sara Ennis, Community Stewardship Coordinator	299	29.00	0	10190	1000	11190
Steve Wise, Executive Director	42	48.00	0	3800	0	3800
		SUBTOTAL	0	13990	1000	14990
IN-HOUSE PERSONNEL						
			0	0	0	0
		SUBTOTAL	0	0	0	0
CONTRACTED SERVICES						
Shapiro Didway (design services and production) fee based	0	0.00	0	15000	4000	19000
Jordan Sector - design research	20	120.00	2400	0	0	2400
PCC ARC Gis Students (maps)	40	23.07	923	0	0	923
Web Designer (fee based)	0	0.00	0	6000	2000	8000
Graphic Designer (fee based)	0	0.00	0	6000	2000	8000
		SUBTOTAL	3323	27000	8000	38323
TRAVEL						
Mileage	0	0.54	0	300	0	300
		SUBTOTAL	0	300	0	300
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						
Indirect (10%)	1	1500.00	0	0	900	900
		SUBTOTAL	0	0	900	900
		BUDGET TOTAL	3323	41290	9900	54513

Internal Review Results

Review Score: 0.5 out of 3

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

Summary of Review Team Comments

While the idea of this type of resource was supported the current approach and amount of RE funding was not supported by the review team. There was concern with the cost per unit, quantity of printing, and connection/value to the angler. RE funding might be supported for a smaller portion of the ask if there were more information included to benefit the angler, additional sources of funding would be appropriate. Review team scores included four 0s and four 1s.

Specific Review Team Comments

Suggest review by ODFW Information and Education (I&E) staff to get guidance and expertise on this project. Their support would strengthen the proposal. Make ODFW fisheries biologists aware of the resource and work with ODFW I&E staff to provide a link to the electronic version.

This seems like an effort targeting multiple users groups, but with anglers be asked to foot a large portion of the bill. Angling access sites are likely well known with lots of information already out there. Money might be better spent on Kiosks or signs that designate boating hazards and environmentally sensitive areas.

A one-time printing seems to be inefficient, and 2600 copies will not likely reach much of the audience, especially if there are "millions" of visitors.

Funding table (other funding) and Budget table (non-R&E funding) don't match.

While providing more information is usually a good thing and generally supported, it is a bit optimistic to think a publication will reduce much of the trash and disturbance. It tends to be a social ideal where interpersonal education and enforcement are needed, not an expensive piece of paper that can end up as more trash.

Part of the goal is to provide safety information about fishing on the Sandy River. If someone uses this information and they become injured in some way because of the recommendations, it seems like ODFW could be held liable.

This guide is a multi-sport guide based in part on a recreational paddling guide. It could be useful to anglers but very little information is provided about the angling information that would be included and how much of the guide would be devoted to the angling use. It could be a guide that is useful to anglers, but there needs to be better information to show that R&E funds are being used in appropriate proportion to the coverage of angling in the guide.

R&E may not be a good fit, at least for this large of portion, it looks more like a Marine Board or County project but OSMB is weak on paddle craft funding. If boating safety information were included it may qualify for some funding through the "Let's Go Boating Assistance Program". MariAnn McKenzie manages that small grant program. Her contact information is: Boating Education Coordinator, 503.378.5158, Mariann.mckenzie@oregon.gov This proposal could be funded through other sources of money.

Specific Review Team Questions

Timeline is pretty protracted...Sept. 2019 before the brochures are distributed. Why is it that drawn out?

In collaborating with a Contractor more familiar with projects like this, we have condensed

project timing to complete the launch of the website within the 2017 calendar year and to continue developing content and stewardship partnership opportunities ongoing thereafter.

Is this supported by the local ODFW District?

Todd Alsbury is a strong advocate for the Sandy River Basin Watershed Council and the Council has consulted with him regarding how to maximize the benefits to anglers through this project. I also consulted with ODFW I&E staff, Chris Willard, regarding collaboration opportunities to meet mutual objectives to increase recruitment of new and retention of existing anglers, which will include exchanging current information to update websites with regulations, workshops, and other other opportunities as well as maintaining active links between the ODFW and project website.

Can you explain how avoiding accidents and reducing trash fit with R & E priorities?

- 1) R&E priorities include “increasing Oregonians’ connection to, and use of, fishery resources of this state,” and “creating new fishing opportunities.” Given that the Sandy is known to be hazard prone, accidents are an impediment to increasing Oregonians’ connection to fishery resources and all the more so for potential new anglers. Avoiding accidents by improving access to safety information, improves user confidence, reducing a significant barrier in recruiting new and retaining existing anglers.
- 2) R&E prioritizes supporting salmonid fisheries. Given the breakdown of trash into tiny particulate matter that becomes incorporated into the food chain, trash is an impediment to a healthy salmonid fishery, not to mention an eyesore and deterrent to those seeking a more pristine nature experience.

RE is already being asked to pay a for a large portion of staff and admin charges. Why is there another \$1,713 in fiscal admin? What is the purpose of paying Sarah Ennis \$1000? As described in our policy fiscal/admin costs are limited and must be detailed and explained.

The administrative costs will include standard proportionate costs for fiscal administration of the overall project, including our administrative staff and other overhead costs (such as rent/utilities). The purpose of paying Sara Ennis \$1000 is to provide more detailed project management to coordinate with our project contractors and other agencies providing (and potentially providing) funding for the project. Her activities include but are not limited to project coordination, marketing, and promotion.

A one-time printing seems to be inefficient, and 2600 copies will not likely reach much of the audience, especially if there are "millions" of visitors. How long will this printing of 2,500 copies last? Who will fund additional copies? These are expensive at \$7.50 per copy, why provide at no cost versus a low cost? Some revenue, even if minimal, would allow for more to be produced. Also, free often means low value in many people’s thoughts and leads to waste. The current proposal does not provide any incentive for people to not take a pretty looking \$7.50 piece of paper glance at then it throw it in a drawer or garbage and never use it.

The final product of this project has shifted since the submission of the original proposal (please see the ... The project team agreed that as technology has changed significantly since the printing of the 2011 Water Trail Guide, how users access information has also changed. A website creates a multi-modal platform that can be a clearing house for more extensive information at little to no additional cost, including links to partner websites, a calendar of stewardship activities, pdf’s of existing guides, an interactive map, and has a potentially unlimited life-span. All of this information is available on demand where there is cell reception, or could printed in advance where there is not. A website is accessible to millions of users, is easier and more equitable to access, eliminates printing costs, and eliminates the likelihood of it

"being thrown in a drawer and never used again."

Is any of the pending funding secured currently? Can the project be implemented if any or all of the pending funding is not obtained?

We have secured funding from Travel Oregon, The City of Sandy, and in-kind support from Jordan Sector consultant to the project, GIS students, and agency partners. We are in the process of applying for funding through the ODPR Recreation Trail Program and Mazamas and will submit an application to the National Park Service Recreation Trails and Conservation Assistance program to support our fundraising efforts as well as approaching Metro, BLM, USFS, Meyer Memorial, outfitters, and private and public sector entities for financial support. We see ODFW as a critical funding component for this project to ensure angler needs are addressed, and because anglers are active on the Sandy year-round. We are determined to launch this project and confident that we can put funds directed our way by the ODFW R&E committee to launching the recreation and stewardship website as an asset to anglers throughout the region. Thank you for your time and for reconsidering the merits of this project.

Additional Files

Budget Information

Maps

[srbwc_map4c_relief](#)

Sandy River Basin Map

Photos

Design Information

Management Plans and Supporting Documents

[Racial and Ethnic impact Statement](#)

Racial and Ethnic impact Statement

[Sandy Water Trail 2012](#)

Sandy River Water Trail Paddle Guide

[SRB_Vision_2008](#)

Multi-agency identification of recreation resources and needs in

[SRBIMP_Chapters34-2](#)

*SR
Sandy River Basin Integrated Management Plant -2009 BLM
Recreation Plan*

Permits and Reviews

Partnerships

Public Comment

[Letter of Support -Stout Creek Outfitters](#)

Letter of Support -Stout Creek Outfitters

[Letter of Support- Secter](#)

Letter of Support from Design Services and Production

[Support letter Sandy River Basin Watershed Council](#)

*contractor
Letter of Support from NW Steelheaders and NW Guides and
Anglers*

Administrative Documents

[Signature Authorization Page](#)

Signature Authorization Page

[SRBWC IRS status confirmation 6-9-2001](#)

SRBWC IRS tax exempt status

Completion Report

A completion report has not been submitted for this project.