# R & E Grant Application 25-27 Biennium

**Project #: 25-029**

## *Hatchery Quest – Engagement and Education*

### *Project Information*

| | |
|---|---|
| **Requested Cycle:** | 25-4 |
| **R&E Project Request:** | $45,000 |
| **Other Funding:** | $42,820 |
| **Total Project:** | $87,820 |
| **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*


| | |
|---|---|
| **Name:** | Chris Kern |
| **Address:** | 4034 Fairview Industrial Drive<br>Salem, OR 97302 |
| **Telephone:** | 503-947-6218 |
| **Email:** | chris.j.kern@odfw.oregon.gov |


### *Past Recommended or Completed Projects*

| Number | Name | Status |
|---|---|---|
| 25-037 | Hatchery mini bundle - egg picker and DO meters | Recommended |

### *Authorized Agent*


| | |
|---|---|
| **Name:** | Brent Hinners |
| **Address:** | 17330 SE Evelyn St<br>Clackamas, OR 97015 |
| **Telephone:** | 971-673-6006 |
| **Email:** | brent.a.hinners@odfw.oregon.gov |

## *Location Information*

*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
Alsea Hatchery
Bandon Hatchery
Big Creek Hatchery
Bonneville Fish Hatchery
Cascade Salmon Hatchery
Cedar Creek Hatchery
Clackamas Fish Hatchery
Cole M. Rivers Fish Hatchery
Elk River Hatchery
Fall River Hatchery
Gnat Creek Hatchery
Irrigon Hatchery
Klamath Hatchery
Klaskanine Hatchery
Leaburg Hatchery
Lookingglass Hatchery
Marion Forks Hatchery
McKenzie River Hatchery
North Nehalem River Hatchery
Oak Springs Hatchery
Oxbow Hatchery
Roaring River Hatchery
Rock Creek Hatchery
Round Butte Hatchery
Salmon River Hatchery
Sandy River Hatchery
South Santiam River Hatchery
Trask River Hatchery
Umatilla Hatchery
Wallowa Hatchery
Willamette Hatchery
Wizard Falls Hatchery

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

various

*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 |
|---|---|
| 44.4228 | -123.5658 |
| 43.1161 | -124.3842 |
| 46.1461 | -123.5792 |
| 45.6333 | -121.9556 |
| 45.6417 | -121.9258 |
| 45.2158 | -123.8453 |
| 45.2961 | -122.3603 |
| 42.6637 | -122.685 |
| 42.7169 | -124.3644 |
| 43.7919 | -121.5286 |
| 46.1706 | -123.4911 |
| 45.9011 | -119.5333 |
| 42.6469 | -121.9483 |
| 46.1039 | -123.6828 |
| 44.1169 | -122.6108 |
| 45.5414 | -117.9156 |
| 44.6133 | -121.9472 |
| 44.1206 | -122.5936 |
| 45.7483 | -123.8344 |
| 45.2344 | -121.1114 |
| 45.6714 | -121.8586 |
| 44.6231 | -122.7564 |
| 43.3353 | -123.0117 |
| 44.6006 | -121.2775 |
| 45.0172 | -123.9364 |
| 45.4069 | -122.2531 |
| 44.4128 | -122.6739 |
| 45.4419 | -123.7333 |
| 45.9225 | -119.3408 |
| 45.4264 | -117.2219 |
| 43.7489 | -122.4419 |
| 44.4336 | -121.6428 |

## ***Project Summary***

*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, attract new and diverse audiences, 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.

Contribute to local communities by supporting tourism to rural areas.

Cultivate repeat engagement with Oregon hatcheries and fisheries

Increase Oregonian's connection to, and use of, fishery resources of the state

*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 and visual content. An example of possible content is provided in attachment (demo).

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. Increases in hatchery visitation and revisitation. Feedback from hatcheries and visitors. Support from stakeholders and community partners.

Key indicators of success: usage metrics (number of visits, repeat visits, use of app and content).

Use of the application will allow us to collect visitor demographic and psychographic information for use in outreach and content optimization.

*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 ODFWs 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:*

20 % Commercial
80 % 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 and fishing opportunities. As such, while it is not producing fish directly, long-term benefits will accrue to both sport and commercial fisheries.

*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 programs/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.*

The project will also support ODFWs mission to enhance the use and enjoyment of Oregon's fish and wildlife resources

*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 and web-based applications for use for Hatchery Quest. Successful implementation of an app-based approach will greatly reduce the volume and costs compared to printed alternatives. The use of an application will also provide robust usage data and information we can use to further enhance or curate the content provided.

We will use a mix of electronic and physical media to promote the program, including use of printed "rack cards" for local hotels or other tourist destinations.

We will create self guided tours where visitors will be able to see where the different hatchery operations occur and learn about each step.

An example of an app being used for guiding tours can be found with Oregon State University (this is an example only and is not exactly what is planned for Hatchery Quest nor using the same platform or content).

https://builder.guidebook.com/g/#/guides/touroregonstate/details

We have also provided a generalized example of what Hatchery Quest content may look like for an example hatchery; file is attached to application as "demo".

*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:*

1000000

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

1.5

*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. Once activated this outreach is intended to be permanent/ongoing.

*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. There could also be interest from other states or agencies, and this platform could be expanded to support other ODFW needs such as at Wildlife Areas or other facilities.

## ***Project Description***

### *Schedule*

| Activity | Date | RE Funding |
|---|---|---|
| Convene core team to develop concepts (done) | May 2026 | No |
| Visit one or more hatcheries to evaluate signage placement options, discuss concepts with manager (done) | June 2026 | No |
| Create prioritized list of rollout timing for all hatcheries | Sept 2026 | No |
| Research and select smartphone app vendor and platform | Sept 2026 | No |
| Develop signage graphics design for Hatchery Quest specific to each hatchery, insert QR or other code to direct visitors to app | Dec 2026 | No |
| Identify first roll out hatcheries | Sept 2026 | No |
| Roll out hatcheries staff install kiosk or signposts for signage | Jan 2027 | No |
| Develop content for self guided tours for roll out hatcheries | Dec 2026 | No |
| Secure service for phone app | Feb 2027 | Yes |
| Integrate roll out hatcheries tour content into app, conduct beta testing prior to full launch | Feb 2027 | No |
| Review best testing and adjust products as needed | Mar 2027 | No |
| Order printed promo materials (rack cards) for visitor centers etc. | Feb 2027 | Yes |
| Purchase signage | Feb 2027 | Yes |
| Deliver and install signage for roll out hatcheries | Spring 2027 | No |
| Launch promo campaign (if active - may go to OCRF for funding) | Spring 2027 | No |
| Distribute rack cards to visitor centers etc. | Spring 2027 | 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 | |

### *Project Design and Description*

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

ODFW is leveraging a cross-functional workgroup to ensure subject matter experts from graphic

design (digital and print formats), marketing (paid and earned media, partner outreach, and events), education (fishing and historical info), and expertise in fisheries/hatcheries are involved in implementation of the Quest. Methods focus on best practices for outreach, adoption and education.
For each facility, we anticipate the content will begin with general hatchery and fishery history and information, then drill down into history and operations of the specific hatchery site. See "demo" attachment

*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 anticipated 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. The amount of usage information available from an app-based approach will be robust and can be used to update, refocus, or improve content over time. The format is also highly amenable to updates or special messages we may want to use to promote Oregon hatcheries.

## ***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 |
|---|---|---|---|---|

| | | | | |
|---|---|---|---|---|
| In kind, ODFW staff time | In-Kind | Pending | 31,420 | |
| Hatchery outreach fund from coin op fish feed revenues | In-Kind | Pending | 11,400 | |
| | | Total | 42,820 | |

## *Budget*

| Item | Unit Number | Unit Cost | In-kind or non-cash contributions | Funding from other sources | R&E Funds | Total Costs |
|---|---|---|---|---|---|---|
| PROJECT MANAGEMENT | | | | | | |
| Chris Kern, Fish Propagation ODFW | 100 | 125 | 12,500 | | | 12,500 |
| Amanda Solla, Communications ODFW | 100 | 50 | 5,000 | | | 5,000 |
| | | SUBTOTAL | 17,500 | | | 17,500 |
| IN-HOUSE PERSONNEL | | | | | | |
| Aubree Perrenoud, Communications ODFW | 80 | 40 | 3,200 | | | 3,200 |
| Brent Hinners, West Region ODFW | 40 | 100 | 4,000 | | | 4,000 |
| Misc hatchery field staff, 32 hatcheries, 4 hrs per | 128 | 40 | 5,120 | | | 5,120 |
| Communication Division staff for ad hoc media needs | 40 | 40 | 1,600 | | | 1,600 |
| | | SUBTOTAL | 13,920 | | | 13,920 |
| CONTRACTED SERVICES | | | | | | |
| | | SUBTOTAL | | | | |
| TRAVEL | | | | | | |
| | | SUBTOTAL | | | | |
| SUPPLIES/MATERIALS | | | | | | |
| Miscellaneous supplies for kiosks and signage | | | | 5,000 | | 5,000 |
| Signage - 32 hatcheries, $200 per | | | | 6,400 | | 6,400 |
| | | SUBTOTAL | | 11,400 | | 11,400 |
| EDUCATION/OUTREACH | | | | | | |
| Subscription to smartphone application service vendor | | | | | 40,000 | 40,000 |
| Printing of "rack cards" for visitor centers, etc. | | | | | 5,000 | 5,000 |
| | | SUBTOTAL | | | 45,000 | 45,000 |
| EQUIPMENT | | | | | | |
| | | SUBTOTAL | | | | |
| FISCAL ADMINISTRATION | | | | | | |
| | | SUBTOTAL | | | | |
| | | BUDGET TOTAL | 31,420 | 11,400 | 45,000 | 87,820 |

### *Internal Review Results*

**Review Score:** 4.1 out of 5

(1 = Do Not Fund, 2 = Strengthen Proposal, 3 = Recommend with Conditions, 4 = Recommend, 5 = Strongly Recommend)

*Summary of Review Team Comments*

The IRT team gave the project a combined score of 4.1 and was supportive of the project.

*Specific Review Team Comments*

Digging post holes could require an archeological survey, if the project is approved the applicant would need to verify this before construction.

I like the goal to increase hatchery visitations while educating the general public at the same time.

*Specific Review Team Questions*

*The ask for R&E is $40k for subscription to smartphone vendor. Is this an annual cost or one time purchase that will last forever?*

(re digging post holes - we are aware of that potential issue and intend to focus on signage that does not require post holes etc.)
The 40K would cover a three year subscription. This subscription provides an essentially unlimited number of tours - we can cover all hatcheries under the subscription, no additional fees etc. - the subscription we are looking at for this cost is the most advanced one they offer, contains all features etc. I anticipate that following up on this project, if/when it is successful, Propagation program will fund future re-subscriptions etc internally. Also, this format has potential application at other agency facilities, particularly wildlife areas, so we may be able to broaden funding support internally to other programs and divisions to share the costs more widely.

*Can this be completed by the end of the biennium?*

The bulk of the set up, programming, and onset of the project should be able to be completed before end of biennium, including completing purchase of the subscription and advertising materials. But it is likely that we will not be able to complete full tours for all of the hatcheries in that time frame. We should have sufficient time to complete several and prove the concept, set up well for adding in other hatcheries. And the foundation to add all should be essentially built by end of biennium. Once built, adding the remaining facilities can occur over time. But my goal is to get as many as possible of them done by end of summer 2027.

*What is the incentive that keeps people going to other hatcheries?*

We want to set up some form of prize or reward system to incentivize visiting multiple hatcheries. In addition, part of our format should be to include information on other hatcheries, particularly if they are near a hatchery being visited. Currently, people may not even know they are near another hatchery, especially if it is out of the way or not on a major road system. We can use the HQ framework to let them know what other options are nearby - whether those are hatcheries, wildlife areas, etc. And we're interested in seeing if we can cooperate with local communities and/or businesses to be able to include other visitation options or services that visitors might want to use in the local area - e.g., maybe there's a well known cafe or ice cream shop or whatever that is also nearby.

## *Additional Files*

Budget Information

Maps

Photos

Design Information

| | |
|---|---|
| Demo | *Sample demo of Hatchery Quest content* |

Management Plans and Supporting Documents

| | |
|---|---|
| Hatchery Quest | *slide deck* |

Permits and Reviews

Partnerships

Public Comment

Administrative Documents

| | |
|---|---|
| Signature page | *Signature page* |

***Completion Report***

A completion report has not been submitted for this project.