R & E Grant Application 25-27 Biennium

Project #: 25-038

The Angler's Guide to Oregon Hatcheries

Project Information

Requested Cycle:	25-4
R&E Project Request:	$45,500
Other Funding:	$14,140
Total Project:	$59,640
Spending Start Date:	7/1/2027
Spending End Date:	7/1/2029
Project Start Date:	7/1/2027
Project End Date:	7/1/2029
Organization:	ASSN NORTHWEST STEELHEADERS (Tax ID #: 91-1031100)

Fiscal Officer

Name:	James Adkins
Address:	2283 Charman St West Linn, OR 97068-3511
Telephone:	5034282618
Telephone 2:	
Fax:	
Email:	james@anws.org

Applicant Information

Name:	James Adkins
Address:	2283 Charman St. West Linn, OR 97068
Email:	James@anws.org

Past Recommended or Completed Projects

This applicant has no previous projects that match criteria.

Authorized Agent

Name:	James Adkins
Address:	2283 Charman St. West Linn, OR 97068
Email:	James@anws.org

Location Information

Where is it?

The project will occur Statewide

Project Summary

Project Summary

Please provide a couple sentence summary of the proposal.

Develop the Angler's Guide to Oregon Hatcheries, the first comprehensive digital education platform dedicated to helping Oregon anglers understand, appreciate, and responsibly utilize Oregon's hatchery system.

Overall Project Goals

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

Develop a publicly accessible digital resource that provides anglers with clear, easy to use information about Oregon’s hatchery system and the recreational fishing opportunities they provide.

Educate the public on the purpose and conservation context of individual hatcheries, species produced, fish release programs, recreational fishing opportunities, public access, and appropriate angling techniques.

Recruit new recreational anglers by providing a free, educational resource to help them fish confidently and legally in accordance with Oregon's fishing regulations.

Promote opportunities for volunteer involvement in STEP programs across the state.

Primary objectives of R&E funding

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

Design, develop, and publicly launch a fully functional, mobile-friendly website featuring comprehensive educational content about Oregon's hatchery system and recreational fishing opportunities.

Current Situation/Justification

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

ODFW’s statewide hatchery review identified infrastructure, climate, production, and funding challenges and estimates approximately $200 million is needed for maintenance and improvements. While the Legislature provided $20 million in 2025–27 bond funding for hatchery resilience and infrastructure, substantial needs remain.

In June 2026, the Bonneville Power Administration announced termination of $2.4 million in annual support for the Select Area Fisheries Enhancement (SAFE) program), placing approximately 7 million salmon scheduled for release in 2027 at risk and raising concerns about impacts to Oregon’s recreational and commercial fisheries.

ODFW is also advancing a proposed $76 million Umpqua hatchery complex, including a partial rebuild of Rock Creek Hatchery, while Salmon River Hatchery production has shifted to other facilities following the decision not to fund continued operations in the 2025–27 budget.

These developments underscore the need for anglers to understand Oregon's hatchery system, why individual programs exist, how hatchery decisions affect fishing opportunities, and where anglers can access hatchery-supported fisheries.

The Angler's Guide to Oregon Hatcheries will translate complex hatchery and fisheries-management information into an accessible statewide resource, helping anglers understand and utilize existing opportunities while encouraging informed public engagement in decisions shaping Oregon's hatchery system.

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.

The project is expected to improve public awareness, encourage greater use of hatchery-supported fisheries, and strengthen long-term public support for Oregon's recreational fisheries and hatchery system.

Percent benefit split between Commercial and Recreational anglers:

5 % Commercial
95 % Recreational

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

Commercial anglers catch hatchery fish as a product of targeted programs in inshore systems, as well as in the Pacific Ocean. Increased public support for our hatchery system could lead to greater resources for our hatchery system and ensure commercial anglers have fish to harvest. Any benefit to commercial angling will be incidental as public support for our hatchery system grows as a result of this project.

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
The Proposal directly supports Goal 2: Increase and diversify public participation in the use and enjoyment of Oregon's fish and wildlife resources
Tactics: Everyone Belongs Outdoors: Promoting fishing opportunity generated by hatcheries

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

ODFW Strategic Vision 2025-2026. The strategic plan is developed by a diverse team of ODFW employees from all parts of the state.

Identify any plan or other document that identifies this priority.

ODFW Fish Hatchery Management Policy

ODFW Native Fish Conservation Policy

ODFW 2025 Fish Propagation Annual Report

ODFW Looking Ahead: A Review of the State Hatchery System

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:

Angler Access
Education/Outreach

Angler Access

This project will:

Maintain/restore current angler access
Improve access to existing angling opportunities
Reduce barriers to fishing participation (i.e. ADA access, more parking, family friendly)

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

Educational resource that helps anglers pursue angling opportunities in Oregon.

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

Unknown

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
Create new educational progam

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:

500000

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.

This program is intended to be evergreen and active for the duration of the existence of the Association of Northwest Steelheaders.

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

Yes
All project materials will be developed as public educational resources and made available at no cost through the Association of Northwest Steelheaders' website. The completed website, hatchery profiles, interactive maps, educational articles, photography, videos, downloadable fishing guides, infographics, and outreach materials will be available for use by ODFW, local chapters, watershed councils, tourism organizations, schools, conservation groups, fishing clubs, and other partners. Materials will be designed for broad public use to support angler education, promote hatchery-supported recreational fisheries, and increase public understanding of Oregon's hatchery system. Future updates and expansion of the content will ensure the resource remains relevant and valuable to anglers and partner organizations statewide.

Project Description

Schedule

Activity	Date	RE Funding
Project kickoff; confirm final work timeline, coordinate with ODFW Fish Division staff; develop website architecture, content outline, and media collection calendar.	Upon funding approval.	Yes
Develop educational content, conservation narratives, hatchery profiles, fishing opportunity guides, maps, and seasonal fishing information.	February-April 2027	Yes
Conduct statewide field visits to ODFW hatcheries to capture photography, videography, interviews, and public access information during key hatchery function events and during peak fish returns.	Duration of project	Yes
Build the Angler's Guide to Oregon Hatcheries website, including interactive maps, searchable hatchery profiles, and downloadable educational resources.	March - June 2027	Yes

Complete graphic design, edit photographs and videos, develop infographics, and integrate digital media library into the website. Stress test of website and content.	July - December 2027	Yes
Public launch of the Angler's Guide to Oregon Hatcheries website; distribute promotional materials through ODFW, Association of Northwest Steelheaders, and partner organizations.	Winter/ Spring2028	Yes
Conduct outreach through newsletters, social media, and presentations; complete final deliverables; submit final report and grant completion documentation to the Restoration & Enhancement Program.	January -March 2028 and beyond	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.

The project will emphasize accuracy, consistency, and long-term usability while translating complex fisheries information into engaging educational content for recreational anglers.

Using a phased approach that combines technical research, field documentation, digital media production, web development, and scientific review, we will build our library of data and multimedia content.

We will use a mixture of new content(photos, videos, maps and copy) while also utilizing existing partner content to keep costs well within budget parameters.

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?

No permanent structures will be constructed, and no specialized equipment requiring long-term maintenance will be purchased with R&E funds.

The information accumulated in the Anglers Guide will be near evergreen, with major content revisions occurring with hatchery management practice changes.

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

The Association of Northwest Steelheaders (ANWS) will be responsible for the long-term management, maintenance, and oversight of the Angler's Guide to Oregon Hatcheries following completion of the R&E-funded project. ANWS will maintain website hosting, domain registration, software updates, security, and routine maintenance using organizational operating funds.

Will the project require ongoing maintenance?

Yes

Content will be reviewed annually, or more frequently as needed, to incorporate changes to hatchery operations, fish production, fishing regulations, public access information, and other updates provided by the Oregon Department of Fish and Wildlife. ANWS staff will coordinate with ODFW Fish Division personnel to ensure technical information remains current. The

project's digital assets—including photographs, videos, maps, graphics, and educational materials—will be maintained in ANWS's permanent digital media library and reused for future educational, outreach, and promotional efforts. As new hatchery facilities, fisheries, or educational opportunities emerge, ANWS will update and expand the website without requiring significant redevelopment.

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

Yes

Following launch, ANWS will use website analytics to establish and track measures including unique users, page views, time spent on hatchery profiles, interactive map use, downloads, geographic reach, referral sources, and repeat visitation.

ANWS will also collect feedback from ODFW, fishing clubs, watershed organizations, and other partners regarding accuracy, usefulness, and gaps in the resource.

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
Bird Alliance of Oregon	Cash	Pending	4,140	Estuary Enhancement Program
Member and volunteer support	In-Kind	Pending	10,000	Expert recreational angling review of content and guidance, basin and fishery incites, historical context and fishing tips.
		Total	14,140	

Budget

Item	Unit Number	Unit Cost	In-kind or non-cash contributions	Funding from other sources	R&E Funds	Total Costs
PROJECT MANAGEMENT						
Project Management					5,000	5,000
		SUBTOTAL			5,000	5,000
IN-HOUSE PERSONNEL						
Content Development: Writing and editing					6,000	6,000
Content Development: Recreational angling insights			10,000			10,000
		SUBTOTAL	10,000		6,000	16,000
CONTRACTED SERVICES						
Professional Photography & Videography					15,000	15,000
Website Design & Interactive Development					10,000	10,000
Graphic Design & Educational Materials					4,500	4,500
		SUBTOTAL			29,500	29,500
TRAVEL						
		SUBTOTAL				
SUPPLIES/MATERIALS						
		SUBTOTAL				
EDUCATION/OUTREACH						
Public Outreach & Launch					3,000	3,000
		SUBTOTAL			3,000	3,000
EQUIPMENT						
Digital Asset Management & Hosting				4,140	2,000	6,140
		SUBTOTAL		4,140	2,000	6,140
FISCAL ADMINISTRATION						
		SUBTOTAL				
		BUDGET TOTAL	10,000	4,140	45,500	59,640

Internal Review Results

Review Score: 1.9 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 internal review team gave this project a cumulative score of 1.9

Specific Review Team Comments

It is not clear how much input or review of the materials ODFW would have to ensure information is correct.

ODFW review and final approval of the final product should be mentioned more clearly in the application and be required in order to ensure materials are accurate and reflect agency policy and direction.

If funded, ODFW should play a key role in the development, review and editing of the final product and prior to distribution to the public.

I appreciate the willingness to bring attention to hatcheries

This information can already be found on ODFW's website.

Specific Review Team Questions

Will information about ODFW hatcheries be reviewed by ODFW prior to being posted on this mobile app?

Yes.

ANWS has already had preliminary conversations with ODFW leadership, in which we were provided positive feedback on the concept and confirmed they could help review work products for accuracy.

All information concerning ODFW hatcheries, fish production, release programs, conservation objectives, fisheries management, and hatchery-supported fishing opportunities will be submitted to ODFW for technical review and approval prior to publication.

Draft hatchery profiles and related technical content will be provided to ODFW for review, and ANWS will incorporate appropriate corrections and recommendations before publication.

The project will use ODFW's hatchery records, Fish Propagation Annual Reports, applicable management plans, current regulations, and other agency-approved information as primary sources.

No ODFW-specific content will be publicly released without ODFW's review and approval.

ANWS will remain responsible for website administration, formatting, photography, outreach, and ongoing maintenance, while coordinating future substantive updates with ODFW.

Can this be accomplished by the end of the biennium?

Yes. The project can be completed by the end of the biennium. ANWS will manage the project

schedule so that all R&E-funded development, content creation, ODFW technical review and approval, website testing, and public launch are completed by June 30, 2029.

ODFW review will be incorporated at critical project junctures rather than reserved for the end of the project, allowing revisions to occur concurrently with development.

ANWS will coordinate with designated ODFW staff at project kickoff, during development of hatchery profiles, and during final quality assurance. The completed product will not be publicly released until ODFW has reviewed and approved the ODFW-specific information.

Ongoing promotion and maintenance after June 30, 2029 will be supported by ANWS and will not depend on additional R&E funding.

How will this product seek information from ODFW and is there ODFW Propagation staff capacity to provide, edit and review this information?

ANWS will obtain information directly from ODFW sources including ODFW reports, hatchery records, management plans, and publicly available agency information.

The 2025 Fish Propagation Annual Report identifies Fish Propagation as the section responsible for coordinating hatchery production, hatchery information and systems support, production evaluation, and related hatchery functions.

To minimize demands on ODFW staff, ANWS will conduct the initial research and prepare standardized draft profiles for each hatchery using existing ODFW-approved information.

Drafts will then be provided to ODFW for technical review, correction, and final approval before publication. ANWS will consolidate questions and submit materials in organized batches rather than requesting repeated individual reviews.

ANWS has had conversations with ODFW staff confirming staff availability and a commitment of minimal staff time to review content.

Aside from brief interviews, ODFW staff time will not be requested or utilized for the development of project materials.

Who will be in charge of updating content in the future as things change, and who will cover the costs associated with that work?

The Association of Northwest Steelheaders (ANWS) will be responsible for the long-term management and updating of the Angler’s Guide. ANWS will conduct an annual review of the website and update information as hatchery programs, fish releases, fishing regulations, public access, and other relevant information change.

Additional Files

Budget Information

Maps

Photos

Design Information

Management Plans and Supporting Documents

Permits and Reviews

Partnerships

Public Comment

Administrative Documents

ANWS IRS CERT	*Signature Authorization*
Signature Authorization	*Signature Authorization*

Completion Report

A completion report has not been submitted for this project.