



# Oregon

Kate Brown, Governor

March 31, 2015

Department of Fish and Wildlife

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Senator Richard Devlin, Co-Chair and  
Representative Dan Rayfield, Co-Chair  
Joint Ways and Means Natural Resources Subcommittee  
900 Court Street NE  
Salem, Oregon 97301



Dear Senator Devlin and Representative Rayfield,

During our March 30, 2015 budget hearing, the Natural Resources Subcommittee of Ways and Means asked several questions. Below are the Department's responses.

**Question: As it relates to estimated expenditures, what does wildlife viewing encompass?**

Four separate surveys were conducted as part of the Oregon Department of Fish and Wildlife / Travel Oregon economic survey in order to accurately assess the economic significance of fishing, hunting, wildlife viewing, and shellfish harvest. For fishing, hunting and shellfish, survey participants were selected at random from resident and non-resident license sales records and were provided a written survey. Since no license or permit is required for wildlife viewing, participants were identified through random digit dialing of Oregon telephone numbers. The wildlife viewing survey was conducted in four seasonal waves. This provided a more accurate assessment of wildlife viewing in the spring, summer, fall and winter seasons.

For the initial screening question, individuals were whether during the previous three months they, or anyone in their household had "Closely Observed, Tried to Identify, Photographed or Fed **any wildlife** including birds, deer/elk, fish or marine animals including those in tide pools or public parks either around your home or while on a day or overnight trip?" They were asked to not include "any trips to zoos, circuses, aquariums or museums where there may have been wildlife."

If the individual answered yes, the survey continued and they were asked whether wildlife viewing was the primary reasons for the trip, one of several reasons, or an "incidental activity that occurred while on the trip." The economic analysis considered only trips where wildlife viewing was a planned activity (either the primary reason or one of the reasons for the trip.)

A subsequent question asked participants to indicate the type of wildlife observed or photographed during the trip. Examples were provided, including:

- Birds such as: songbirds, birds of prey (hawks/eagles), waterfowl (ducks, geese) other birds
- Land Animals such as: large (deer, elk, bear, coyotes), small (squirrels, chipmunks)
- Marine Mammals such as: whales, dolphins, seals
- Small Marine Animals such as: starfish, tide pool creatures
- Fish, either freshwater or marine
- Amphibians or Reptiles
- Other

Based on the survey results, viewing or photographing birds was the most popular wildlife viewing related activity. A complete copy of the survey results can be found on the department website at [http://www.dfw.state.or.us/agency/economic\\_impact.asp](http://www.dfw.state.or.us/agency/economic_impact.asp),

**Question: What is the trend line for participation in wildlife viewing?**

Other than the ODFW / Travel Oregon survey, the only source of information on wildlife viewing is the U.S. Fish and Wildlife Service National Survey of Fishing, Hunting, and Wildlife-Associated Recreation. The survey is conducted every five years. Wildlife viewing information has been collected since 1980. However, methodology, sample size and the definition of wildlife viewing has changed, making comparison difficult between surveys. Several states, including Oregon, identified issues with the 2011 survey results due to changes in the survey design and smaller sample size. The USFWS has since set up a technical advisory group to revise the survey methods and sample size for 2106.

The following Oregon specific information is from a series of reports prepared by the U.S. Fish and Wildlife Service on the economic impacts of wildlife viewing.

Year	Participants	Retail Sales	Economic Output / Multiplier	Jobs
1996	1,367,000	\$ 406,700,000	\$ 710,600,000	11,759
2001	1,680,000	\$ 769,400,000	\$1,485,500,000	21,535
2006	1,484,000	\$1,356,918,545	\$1,346,918,545	16,185
2011	1,440,000	\$1,697,223,000	\$3,121,531,880	41,243

The ODFW/Travel Oregon economic survey estimated approximately 1.7M wildlife viewing participants in Oregon took 13,697 viewing trips. Those activities generated an estimated \$495 million in travel related spending and an additional \$528 million on equipment.

**Question: What are the usage statistics for the Oregon Wildlife Viewing Map, specifically, the statistics associated with unique page visits?**

From March 30, 2013 to March 29, 2015 there were 16,813 page views of the wildlife viewing map webpage. Google Analytics has changed policies and now requires a fee to access any deeper level data, to include unique page visits.

**Question: What is the cost to the Department on legal fees related to the Columbia River Biop lawsuit? Would also like information on any other litigation where Department is the plaintiff.**

This biennium the department was billed \$50,497 by the Department of Justice for work done through February related to the Columbia River BiOP. The department is not the plaintiff in this case.

According to Department of Justice records, ODFW is not a plaintiff in any litigation. Most of the litigation involving the department is due to lawsuits filed against the department. Department of Justice charges are related to defending the agency in these cases, reviewing relevant documents and opinions, and providing legal advice.

To date during this biennium, the department has spent \$1,178,075 on Department of Justice legal costs.

**Question: What are the usage statistics for the ODFW Website?**

The ODFW website is the agency’s most prominent communication tool. Over the past several years, the number of visits to the site has more than doubled. The total number of page views on the ODFW site since Jan. 1, 2009 until Mar. 29, 2015 is 85,623,420.

Year	Visits	Unique Visitors	Page Views	Avg. Visit Duration	Bounce Rate	% New Visits
2015	3,323,589	2,364,927	15,860,319	1:33	48.87%	42.57%.
2014	4,846,561	2,114,578	14,755,989	3:15	46.55%	40.43%
2013	4,225,250	1,846,900	13,686,998	3:20	43.6 %	40.39 %
2012	3,844,305	1,539,978	13,389,624	3.23	39.51 %	36.91 %
2011	3,337,775	1,310,038	13,002,611	3.34	37.13 %	35.90 %
2010	3,275,071	1,216,983	13,226,946	3:33	35.02 %	34.19 %
2009	2,992,670	1,089,925	13,128,149	3:31	35.35 %	34.75 %

The following statistics shows increasing use of mobile devices (smartphones and tablets) and declining use of desktops for visiting ODFW’s website.


<u>2014</u>	<u>2013</u>	<u>2012</u>	<u>2011</u>
Visits by device	Visits by device	Visits by device	Visits by device
Desktop: 2,856,262	Desktop: 2,974,115	Desktop: 3,136,905	Desktop: 3,024,207
Mobile: 1,990,299	Mobile: 1,251,135	Mobile: 707,401	Mobile: 303,568

**Note:** In an effort to better promote hunting, fishing and wildlife viewing opportunities and activities, the agency is developing a new website that will focus on customer content (opportunities, how to, where to, regulations, etc.) and employ current design and technological best practices. This project’s key objectives are: 1) Optimize content display and navigation for all platforms; 2) Enhance user experience to be intuitive and efficient when accessing content pertaining to hunting, fishing and viewing participation; 3) Streamline content and image updates across various pages and platforms; and 4) Enable partners to efficiently and effectively integrate Agency content into their respective Websites.

**Question: What are the usage statistics for the Oregon Hunting Access Map Website?**

In 2014 there were 114,000 visits to the Oregon Hunting Access Map Website and 70,000 of those where unique users. A mobile version of the OHAM was launched in 2014 and presently has 2,300 users making up 3,600 sessions.

Please let me know if you have further questions about any of these responses.

Sincerely,  
  
 Curt Melcher  
 Director