

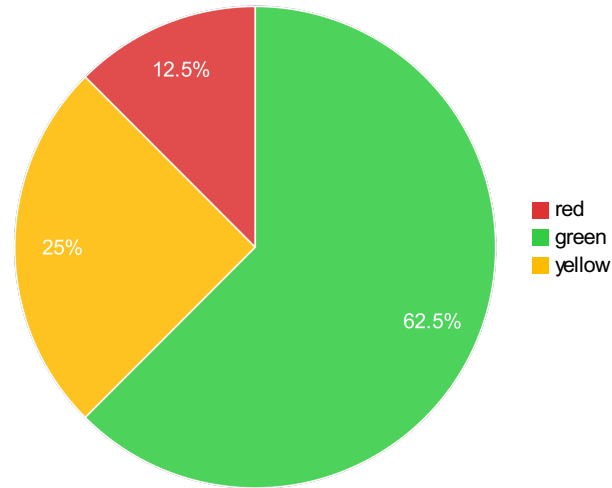
Fish and Wildlife, Department of

Annual Performance Progress Report

Reporting Year 2018

Published: 3/1/2019 10:47:12 AM

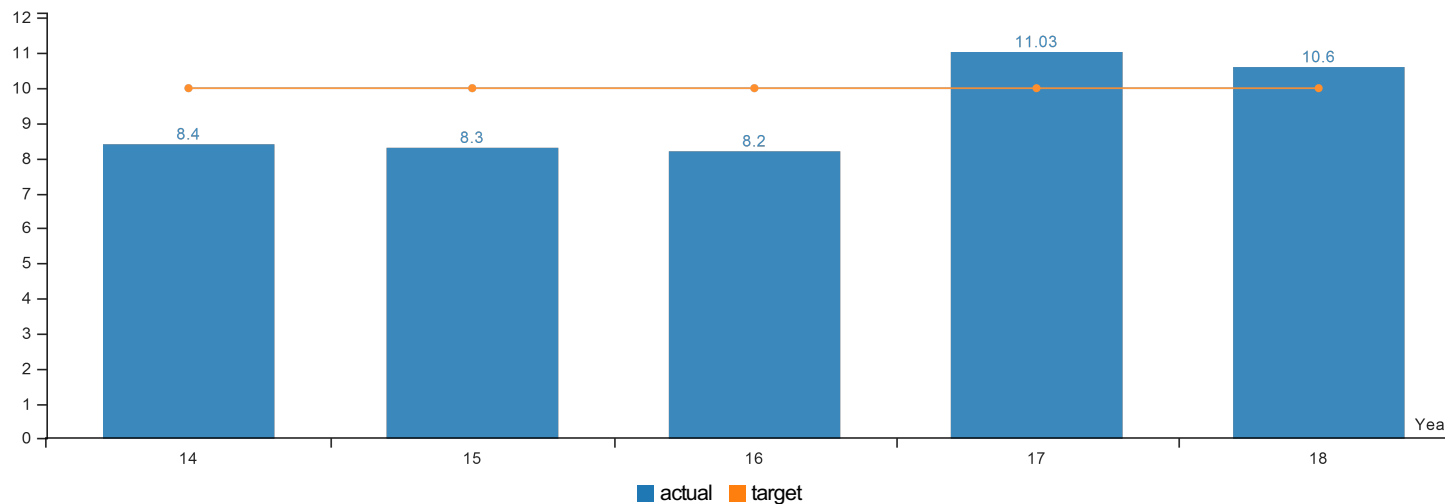
KPM #	Approved Key Performance Measures (KPMs)
1	Hunting License Purchases - Percent of the license buying population with hunting licenses and/or tags
2	Angling License Purchases - Percent of the license buying population with angling licenses and/or tags.
3	Wildlife Damage - Number of wildlife damage complaints addressed annually.
4	Oregon Species of Concern - Percent of fish species of concern (listed as threatened, endangered, or sensitive) being monitored
5	Oregon Species of Concern Percent of wildlife species of concern (listed as threatened, endangered, or sensitive) being monitored. -
6	Decreasing the Number of Unscreened Water Diversions - Number of unscreened priority water diversions.
7	Customer Service - Percent of customers rating their overall satisfaction with the agency above average or excellent. Percent of customers rating their satisfaction with the agency's customer service as "good" or "excellent" for timeliness, accuracy, helpfulness, expertise and availability of information.
8	Boards and Commissions - Percent of total best practices met by the Department of Fish and Wildlife, State Fish and Wildlife Commission.



Performance Summary	Green	Yellow	Red
	= Target to -5%	= Target -5% to -15%	= Target > -15%
Summary Stats:	62.50%	25%	12.50%

KPM #1	Hunting License Purchases - Percent of the license buying population with hunting licenses and/or tags
	Data Collection Period: Jan 01 - Jan 01

* Upward Trend = positive result



Report Year	2014	2015	2016	2017	2018
Percent of the License Buying Population Age 12-69 With Hunting Licenses and/or Tags					
Actual	8.40%	8.30%	8.20%	11.03%	10.60%
Target	10%	10%	10%	10%	10%

How Are We Doing

The hunting participation data is for calendar year 2017. For 2017, the percentage of the Oregon license-buying population (ages 12 to 69 years) participating in hunting was 10.6%, above the target level. When measured in proportion to the growth in the state population, participation in hunting has been declining in Oregon over the longer and medium terms. From 2000 to 2015, the participation rate for hunting has declined from 11.4% to 8.2%. The increase in 2016 and 2017 is principally explained by the establishment of the Youth License, which confers both hunting and fishing privileges, and fuller accounting of Pioneer Combination licenseholders.

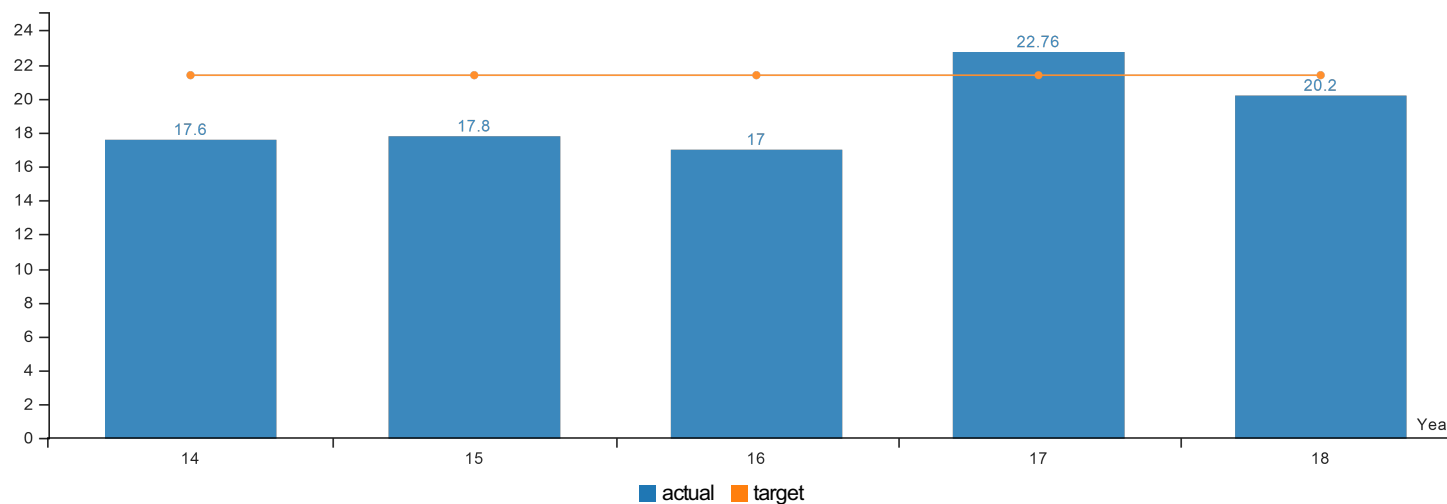
Factors Affecting Results

Many social factors affect the level of participation, such as tastes and preferences and state population demographics. Causes of the variance in participation may include but are not limited to: (1) state population increases are greater in urban than rural areas (rural residents are more likely to hunt), (2) hunter population is aging out of the sport, (3) price increases in hunting licenses and tags in 2004 and 2010, and (4) societal tastes and preferences are changing to favor other forms of recreation. Participation is also influenced by the quality and quantity of hunting opportunity. Populations of some game species have declined due to a variety of factors, such as: (1) landscape scale changes in habitat such as increased control of wildfires and reduced timber harvest on federal lands resulting in less early seral stage habitat, (2) invasive species such as cheatgrass and medusahead outcompeting/replacing native species that provided better forage for wildlife, (3) increased predation resulting from increased protection of bears and cougars, and now the return of wolves, (4) increased human population and development means less habitat for wildlife, particularly lower elevation winter range, (5) increased disease issues including two old world louse species causing deer hair loss in western and more recently eastern Oregon. Reduced opportunity due to fewer available animals also contributes to the social factors because limited number of hunting tags means some hunters are not able to hunt their accustomed areas each year which may reduce interest in the sport and affect family hunting.

There is also a slight change to methodology which is responsible for the small increase in counted license sales.

KPM #2	Angling License Purchases - Percent of the license buying population with angling licenses and/or tags.
	Data Collection Period: Jan 01 - Jan 01

* Upward Trend = positive result



Report Year	2014	2015	2016	2017	2018
Percent of the License Buying Population Age 14-69 With Fishing Licenses And/Or Tags					
Actual	17.60%	17.80%	17%	22.76%	20.20%
Target	21.40%	21.40%	21.40%	21.40%	21.40%

How Are We Doing

The fishing participation data is for calendar year 2017. In 2017, 20.2% of the state license-buying population (ages 12 to 69 years) participated in angling in Oregon. Although overall participation is relatively flat in recent years, participation in angling in Oregon has been declining when measured in proportion to the growing state population. For the period of 2000 to 2015, the participation rate for angling has decreased from 21.7% to 17.0% of the state population ages 14 to 69 (or nearly a 20% decline in the proportion of state's angling population since 2000). The 14 to 69 years segment of Oregon's population has grown from 2.45 million in 2000 to 2.90 million in 2015. For 2016 and 2017, the new Youth License expanded the lower limit of the license-buying age to 12 years old from the previous one of 14 years old. This meant both that additional youth anglers could be counted, but also that a somewhat larger proportion of Oregon's overall population would be included in the calculation.

The total number of Oregon resident anglers has been more stable through time compared to the participation rate, showing a decline of less than 5% since 2000. Although angling participation rates have been stable over the last six years, they remain below the target level of 21.4%.

Factors Affecting Results

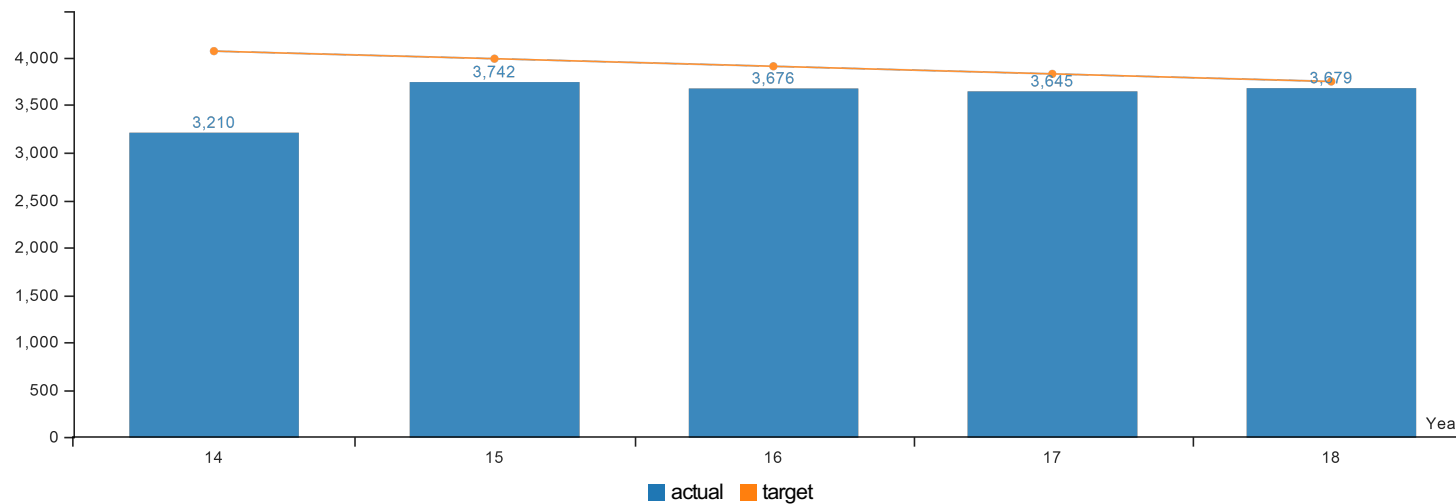
Many social factors affect the level of angling participation, such as preferences and state population demographics. Causes of the variance in participation may include but are not limited to: (1) the vast majority of state population increases have been in urban rather than rural areas and urban residents are less likely to fish, (2) price increases in angling licenses and tags in 2004 and 2010, and (3) societal tastes and preferences changing in favor other forms of recreation, and (4) complexity of regulations required to provide diverse fishing opportunities compatible with wild fish conservation. In addition, in a national study of recreational fishing conducted for American Sportfishing Association, survey respondents indicated that "not enough time", "takes time away from family", and "health/age" are the main reasons why fishing is no longer a top activity for them. Participation can also be affected by the quality and quantity of fishing opportunities. A key driver is

fish abundances, but there are many other factors, such as the weather and public access. Although fishery opportunities and success have been robust in recent years, participation has not increased apace.

There is also a slight change to methodology which is responsible for the small increase in counted license sales.

KPM #3	Wildlife Damage - Number of wildlife damage complaints addressed annually.
	Data Collection Period: Jan 01 - Jan 01

* Upward Trend = negative result



Report Year	2014	2015	2016	2017	2018
Wildlife Damage Complaints Addressed Annually					
Actual	3,210	3,742	3,676	3,645	3,679
Target	4,070	3,990	3,910	3,830	3,750

How Are We Doing

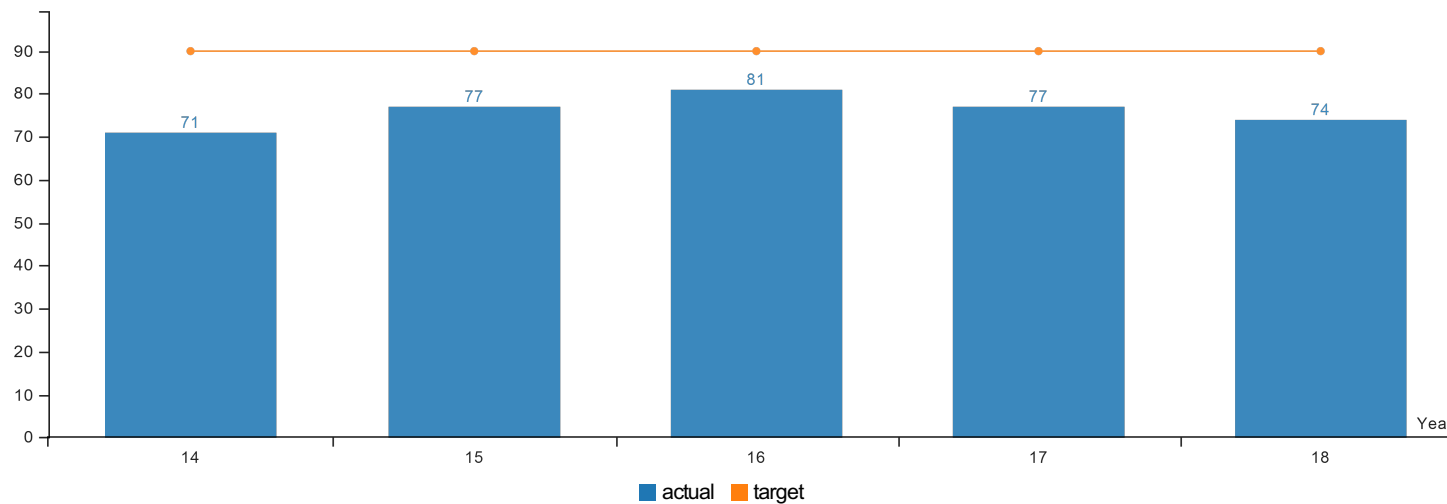
This data is for calendar year 2017. In 2017, there were 3,679 wildlife damage complaints addressed, which is below the target level. For the 2000-2017 period, the total number of complaints has varied from a high of 5,419 in 2001 to a low of 3,210 in 2013. Annual complaint numbers have tended to be lower in recent years (average of 3,864 for 2008-2016) relative to earlier years (average of 4,906 for 2000-2007). The number of complaints has been below the target level for each of the last eight years. While there may be a downward trend in complaints since 2000, environmental factors can cause the number of complaints to vary widely from year to year. For example, bear complaints increased from 365 in 2009 to 921 in 2010, then declined to 457 in 2011. Future reporting could concentrate on specific categories of damage for consistency, interpretation of variance, and trends.

Factors Affecting Results

The population levels of wildlife causing damage relative to the location of residences, ranches and farms is a major factor, movement of people from urban to rural areas also creates conflicts as they move into areas historically inhabited by wildlife and create attractive nuisances such gardens, ornamental plants, bird feeders and garbage. Changing land use/land cover can also cause conflicts, such as changing from pastures and forestry to nurseries and vineyards. Environmental factors can cause the number of complaints to vary widely from year to year, for example, (1) in dry years complaints of damage caused by deer and elk increase because animals move to agricultural lands, many of which are irrigated, (2) there is an increase in conflicts with bears reported during years when there are poor wild berry and acorn crops because the bear rely more on foods associated with humans, (3) years with distemper outbreaks result in increased raccoon and fox related complaints.

KPM #4	Oregon Species of Concern - Percent of fish species of concern (listed as threatened, endangered, or sensitive) being monitored
	Data Collection Period: Jan 01 - Jan 01

* Upward Trend = positive result



Report Year	2014	2015	2016	2017	2018
Percent of Fish Species of Concern Being Monitored					
Actual	71%	77%	81%	77%	74%
Target	90%	90%	90%	90%	90%

How Are We Doing

A large proportion of fish species of concern are currently monitored by ODFW. The percent monitored was 74% in 2017 (data is for calendar year 2017). Although this value is below the targeted level of 90%, it has remained relatively stable over the past several years. Because of resource constraints, there are uncertainties related to species status. Variation in the types, timeframe, and purposes of monitoring efforts are not reflected in this measure. The level of certainty at the current level of monitoring is another factor that is not considered by this measure. The agency will continue to seek funding sources that will allow for increased monitoring of these fish species. Also in 2017, ODFW began collection of genetic samples to support a comprehensive genetic database of Oregon's fish species. This genetic sequence library will provide a foundation for efficient genetic-based monitoring techniques.

These data are provided by agency personnel from their knowledge of monitoring on an ongoing basis. Lists of threatened and endangered species are updated every five years and an update is in progress. The lists can be found at:

http://www.dfw.state.or.us/wildlife/diversity/species/threatened_endangered_candidate_list.asp

Lists of sensitive species can be found at:

http://www.dfw.state.or.us/wildlife/diversity/species/sensitive_species.asp

Monitoring data for anadromous salmon and steelhead can be found at ODFW's Salmon and Steelhead Recovery Tracker:

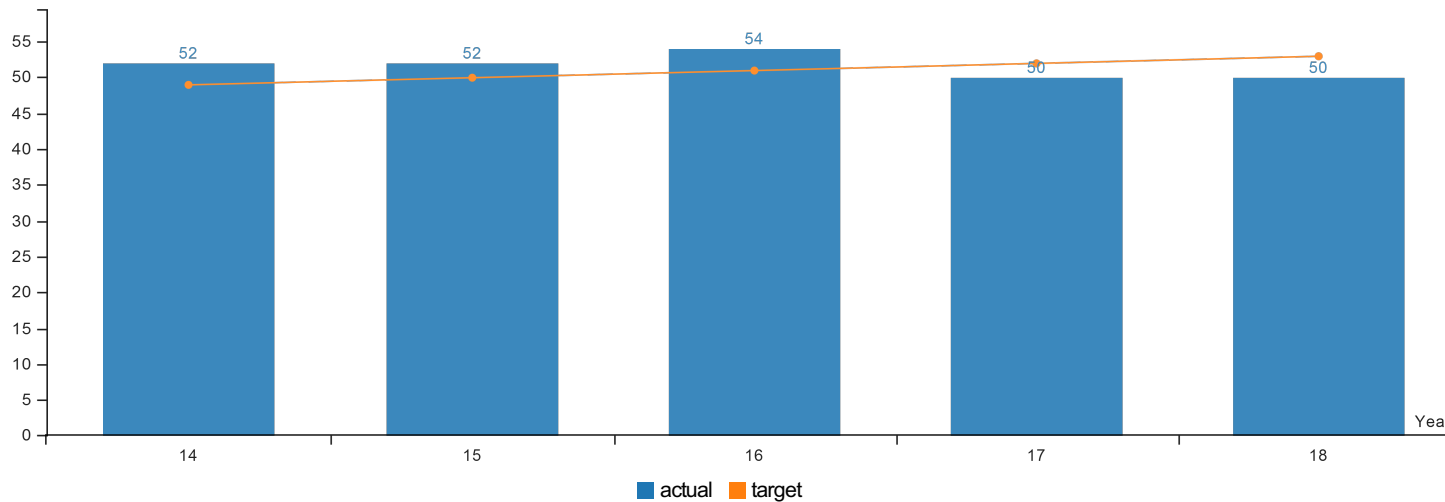
<http://www.odfwrecoverytracker.org/>

Factors Affecting Results

The actual level and types of data collected, timeframe, context of threats and species status are factors related to prioritization of monitoring efforts. Given these factors, the actual level of monitoring and dedicated resources could increase without an increase or decrease in number of species monitored. In addition, when a species is removed from the list, which would be considered a positive development, that change can have the effect of lowering percentage of listed species being monitored. Four species that were monitored in 2016 were not monitored in 2017 (Goose Lake Sucker, Alvord Lake Chub, Catlow Valley Redband Trout, Lahontan Cutthroat Trout). ODFW has been engaged with a coordinating committee to revise recovery criteria for Lahontan cutthroat trout.

KPM #5	Oregon Species of Concern Percent of wildlife species of concern (listed as threatened, endangered, or sensitive) being monitored. -
	Data Collection Period: Jan 01 - Jan 01

* Upward Trend = positive result



Report Year	2014	2015	2016	2017	2018
Percent of Wildlife Species of Concern Being Monitored					
Actual	52%	52%	54%	50%	50%
Target	49%	50%	51%	52%	53%

How Are We Doing

The percent of wildlife species of concern being monitored was 50% in 2017 (data is for calendar year 2017), slightly below the target level. In 2016, the department modified the state sensitive species list in order to be consistent with the *Oregon Conservation Strategy*. The Strategy and the Sensitive species list were approved by the Oregon Fish and Wildlife Commission and U.S. Fish and Wildlife Service in 2016. Ninety-six wildlife listings are maintained as sensitive by the department (10 listings were removed and 18 were newly listed in the revision). The level had been 52% to 54% for the last five years, all of which were above the target levels. The actual activities such as the associated types of monitoring, timeframe and purpose of monitoring are additional factors not addressed by this measure. Because of resource constraints there are uncertainties related to species' status. The level of certainty at the current level of monitoring is another factor that is not considered by this measure. ODFW continues to promote sustained monitoring efforts within the agency and with our external partners. Monitoring efforts are focused around priority species listed in the 2016 update to the Oregon Conservation Strategy (including Nearshore Strategy component) and, in 2015, the agency completed a prioritized list of the top fifteen species most likely to be impacted by energy development and prioritized the needs for additional research or synthesis of best available science to fill data gaps for each. Efforts to match available resources and partnerships to address the prioritized information needs are ongoing. Few "species of concern" are monitored exclusively by the department. Monitoring and research activities are partnerships with other government agencies, academia, and conservation organizations. ODFW plays various roles in these efforts, from providing the technical expertise to leading larger-scale monitoring efforts. The species monitored and the extent of the effort can vary from year to year. ODFW does not control this level of effort. The agency and conservation partners will continue to seek funding sources that will allow for increased monitoring of these wildlife species of concern.

These data are provided by agency personnel from their knowledge of monitoring on an ongoing basis. The lists of threatened and endangered species were updated in 2015 (removal of Gray Wolf) and the list of sensitive species was updated in 2016. The list of species of greatest conservation need identified in the Oregon Conservation Strategy were updated in 2016. These lists can

be found at:

http://www.dfw.state.or.us/wildlife/diversity/species/threatened_endangered_species.asp

http://www.dfw.state.or.us/wildlife/diversity/species/sensitive_species.asp

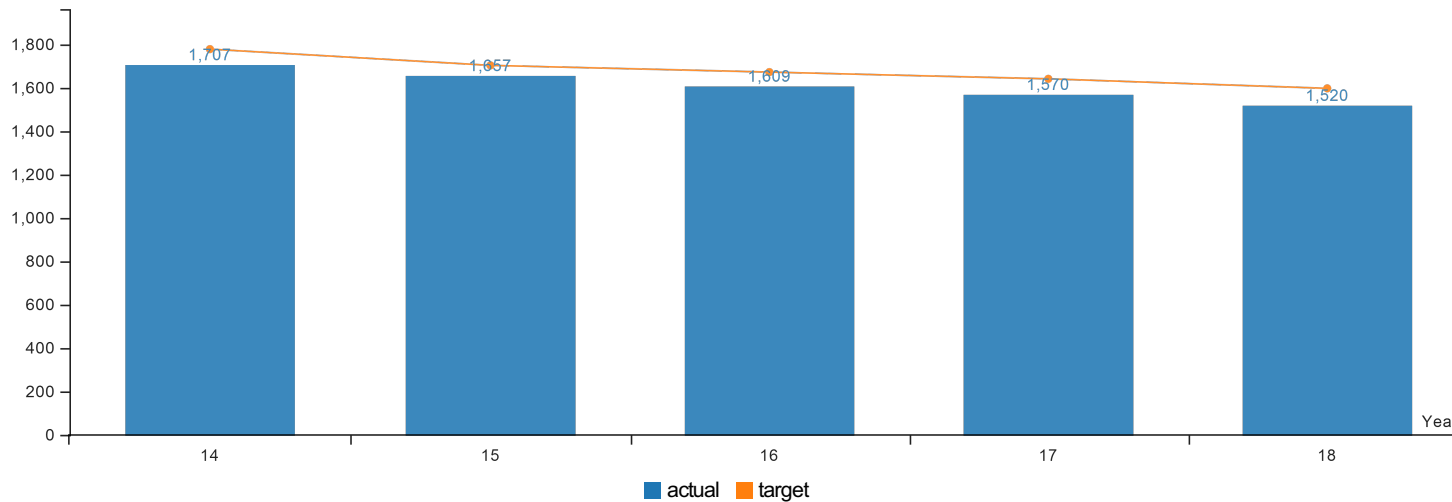
<http://www.oregonconservationstrategy.org/>

Factors Affecting Results

The actual level and types of data collected, timeframe, context of threats and species status are factors that influence the prioritization of monitoring efforts. Given these factors, the actual level of monitoring and dedicated resources could increase without an increase or decrease in number of species monitored. A significant number of species are monitored by ODFW's partner agencies and nongovernmental conservation organizations.

KPM #6	Decreasing the Number of Unscreened Water Diversions - Number of unscreened priority water diversions.
	Data Collection Period: Jan 01 - Jan 01

* Upward Trend = negative result



Report Year	2014	2015	2016	2017	2018
Number of Unscreened Priority Water Diversions					
Actual	1,707	1,657	1,609	1,570	1,520
Target	1,781	1,706	1,675	1,644	1,600

How Are We Doing

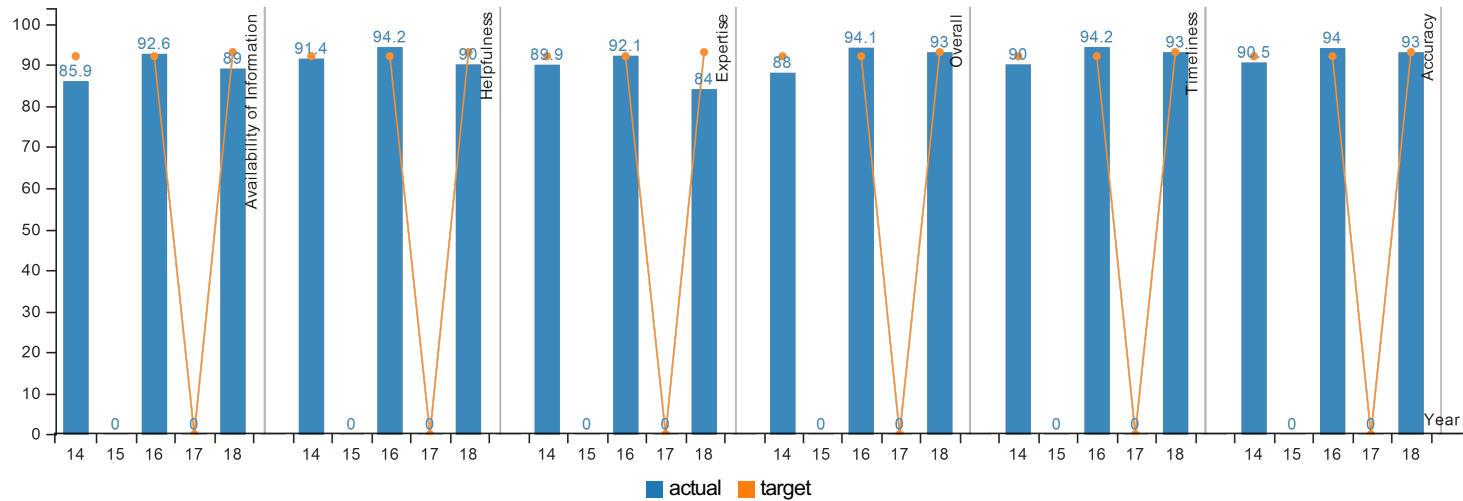
The data is for calendar year 2017. ODFW reduced the number of unscreened water diversions by 50 fish screens in 2017, protecting 133.94 cfs of water. The annual number of fish screening projects continues to be on a downward trend. This is attributed to program reductions, flat budgets, and an increased focus on fish passage projects. ODFW has been successful in cooperating on a number of valuable fish passage projects that take staff time and fiscal resources but do not show up on a fish screen report.

ODFW will continue to develop cooperative relationships with water users and other entities to implement fish protection measures at diversions responsible for the loss of fish. Fish screen maintenance is critical to ensure these projects continue to function for fish protection and water delivery. Additional resources are needed to adequately maintain existing fish screens throughout Oregon as required in statute.

Factors Affecting Results

Relevant factors influencing results include the available funds for screen installation as well as the cooperation of landowners and water rights holders. Fish Screening staff assist water users with maintenance on fish screens installed through the ODFW Cost Share Program, and are responsible for major maintenance on fish screens under 30 cfs. As the number of fish screens installed increases, maintenance responsibility and costs also rise. Budget cuts to the Fish Screening and Passage Program has resulted in reduced staff both in headquarters and the field. Increasing costs to install and maintain fish screens along with reduced funds and staff will decrease the productivity of this program. The annual number of screens ODFW is able to install will continue to decrease under the current trend in funding allocated to this program.

KPM #7	Customer Service - Percent of customers rating their overall satisfaction with the agency above average or excellent. Percent of customers rating their satisfaction with the agency's customer service as "good" or "excellent" for timeliness, accuracy, helpfulness, expertise and availability of information.
	Data Collection Period: Jan 01 - Jan 01



Report Year	2014	2015	2016	2017	2018
Availability of Information					
Actual	85.90%	No Data	92.60%	No Data	89%
Target	92%	TBD	92%	0%	93%
Helpfulness					
Actual	91.40%	No Data	94.20%	No Data	90%
Target	92%	TBD	92%	0%	93%
Expertise					
Actual	89.90%	No Data	92.10%	No Data	84%
Target	92%	TBD	92%	0%	93%
Overall					
Actual	88%	No Data	94.10%	No Data	93%
Target	92%	TBD	92%	0%	93%
Timeliness					
Actual	90%	No Data	94.20%	No Data	93%
Target	92%	TBD	92%	0%	93%
Accuracy					
Actual	90.50%	No Data	94%	No Data	93%
Target	92%	TBD	92%	0%	93%

How Are We Doing

Satisfaction with the agency's customer service was good in 2018, based on a survey conducted in April and July of 2018. Between 84% and 93% of survey respondents rated ODFW customer service as "good" or "excellent" for the six categories in 2018. These numbers represent a modest decrease over the 2016 survey results (survey conducted every two years), but still meet target levels in half the categories. Those 2012 and 2014 surveys were administered through the mail. The first year an online survey method was utilized was 2016, in which invitations to take the online customer survey were sent directly to customer emails. Currently, this survey goes out quarterly and includes more detail in responses. We received completed responses from 1,882 customers across Q1 and Q2 in 2018. At 89% and 84% respectively, "Availability of information" and "Expertise" were the lowest ranking areas in 2018. "Timeliness", "Accuracy" and "Overall" were ranked highest at 93% and were the only categories that met or exceeded the target.

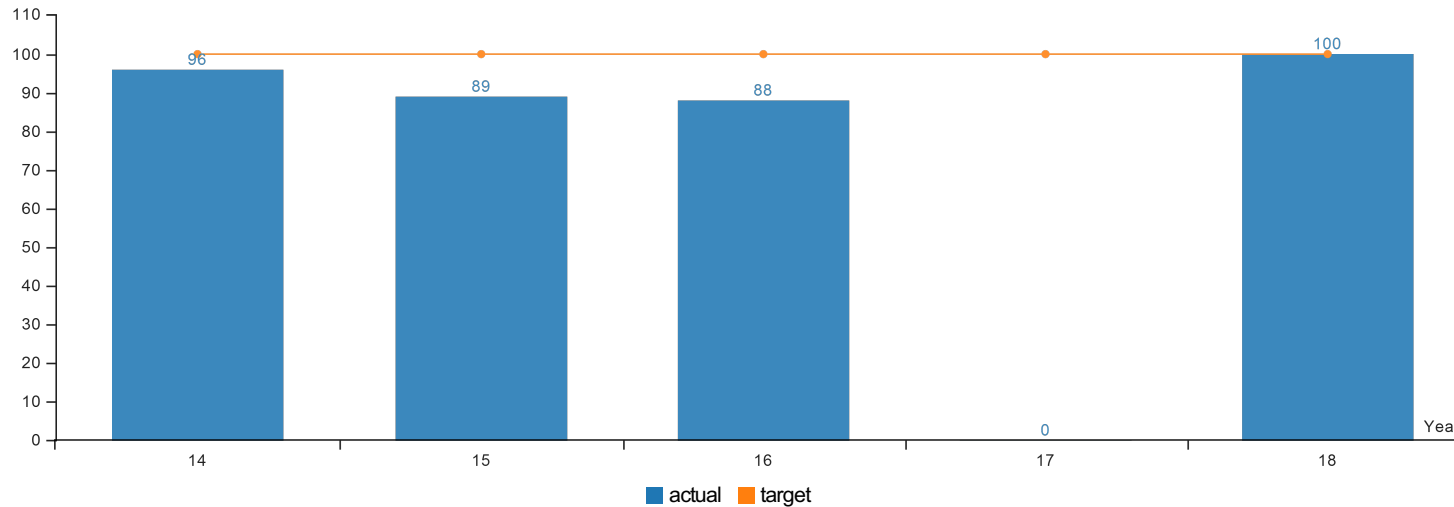
To further enhance customer experience with ODFW, the department continues to increase the availability of and expand the scope of information on fishing/hunting and wildlife management. Specific improvements include: expanded use of social media and direct email contact with customers; a redesigned ODFW website that provides timely, relevant information in a mobile friendly format; expanded availability of basic information on how to/where to hunt, including additional 50 Places to Fish publications and introductory workshops; development of mobile fishing application with regulations and mobile version of Oregon Hunting Access Map; increased availability of mandatory hunter education courses during periods of peak demand; development of strategic partnerships with organizations, retailers and industry to encourage participation in fishing, hunting and wildlife viewing; expanded use of surveys to evaluate program effectiveness and assess customer interests, attitudes, experiences and expectations.

Factors Affecting Results

The sampled population for the 2018 customer surveys were recreational license holders who purchased a license in the first half (Q1 and Q2) of 2018 and for whom ODFW has an email in the license database. In past customer surveys, which employed the mail administration mode, four different groups were surveyed: commercial license holders, people who had filed wildlife damage or sightings reports at ODFW offices, landowners enrolled in the Landowner Preference Program, and recreational license holders who purchased at an ODFW office. The main reason for the change to the online mode are savings in costs and staff time (e.g., no printing, no postage, no need for data entry). Importantly, the online survey software can be set to permit only one response per email address, so the issue of multiple responses from one person is no longer a concern as it was for early online surveying. Another reason is that response rates to mail surveys have been on the decline in recent years, partially due to the increased use of the internet for correspondence and doing business; mail response rates for this customer service survey have dropped from 42% in 2006 to 28% in 2014. It is expected that ODFW will have sufficient emails for other customer groups in the future to enable the department to survey those groups online in addition to the recreational license buyers. As in past years, there were a sufficient number of surveys completed in 2016 (1,070) to obtain a margin of error of lower than the desired +/-15% at the 95% confidence level. In the 2018 survey, we are able to survey all customers who purchased licenses through mail, a retail location, or directly from an ODFW location. This, along with the increase frequency allows for more responses per year.

KPM #8	Boards and Commissions - Percent of total best practices met by the Department of Fish and Wildlife, State Fish and Wildlife Commission.
	Data Collection Period: Jan 01 - Jan 01

* Upward Trend = positive result



Report Year	2014	2015	2016	2017	2018
Percent of Best Practices Met by the Oregon Fish and Wildlife Commission					
Actual	96%	89%	88%	No Data	100%
Target	100%	100%	100%	100%	100%

How Are We Doing

The data is for calendar year 2017. Results come from a survey implemented in November of 2017 of the seven ODFW commission members. All seven commission members completed the 15 question survey for the reporting period. The self-assessment process allows the Commission to think about how its activities meet best practices standards. With this information in mind, improvements can be made where they are identified. The current performance level is 100% of best practices met, which reaches our target goal. There were very few comments from commissioners indicating any issues affecting overall performance.

Factors Affecting Results

Many of the best practices are met by routine commission activities. Keeping on schedule for these activities will allow the Commission to continue to meet these practices.