

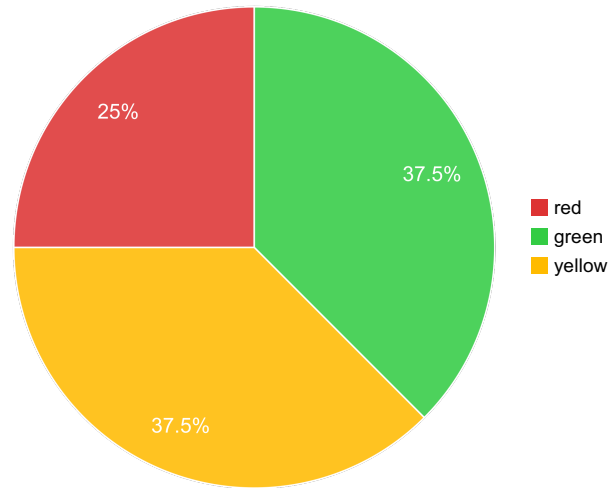
# **Fish and Wildlife, Department of**

Annual Performance Progress Report

Reporting Year 2020

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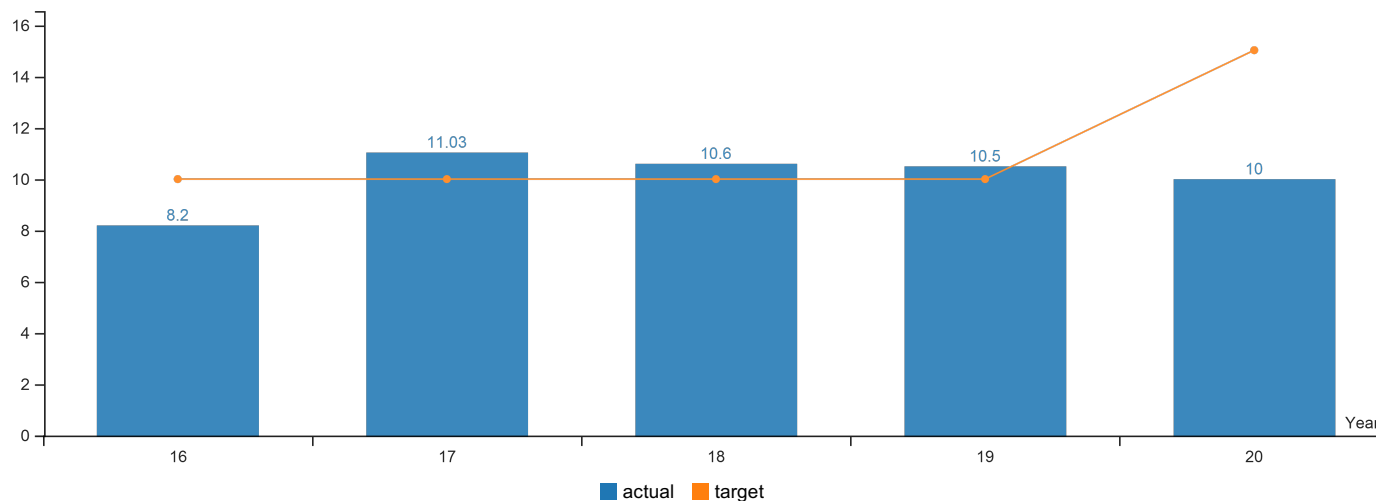
KPM #	Approved Key Performance Measures (KPMs)
1	Hunting License Purchases - Percent of the license buying population in Oregon with hunting licenses and/or tags
2	Angling License Purchases - Percent of the license buying population in Oregon with angling licenses and/or tags.
3	Wildlife Damage - Number 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:	37.50%	37.50%	25%

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

\* Upward Trend = positive result



Report Year	2016	2017	2018	2019	2020
<b>Percent of the License Buying Population Age 12-69 With Hunting Licenses and/or Tags</b>					
Actual	8.20%	11.03%	10.60%	10.50%	10%
Target	10%	10%	10%	10%	15%

### How Are We Doing

The hunting participation data is for calendar year 2019. For 2019, the percentage of the Oregon license-buying population (ages 12 to 69 years) participating in hunting was 10%, which is below the 15% target level. When measured in proportion to the growth in the state population, participation in hunting has been on the decline in Oregon over the long term. From 2000 to 2019, the participation rate for hunting declined from 11.4% to 10%. However, in the shorter term, there has been a minor rebound; from 2010 to 2019, the participation rate increased from 8.5% to 10%. The establishment of the Youth License, which confers both hunting and fishing privileges, and fuller accounting of Pioneer Combination license holders, principally explains that increase which occurred in KPM year 2017 (LY 2016).

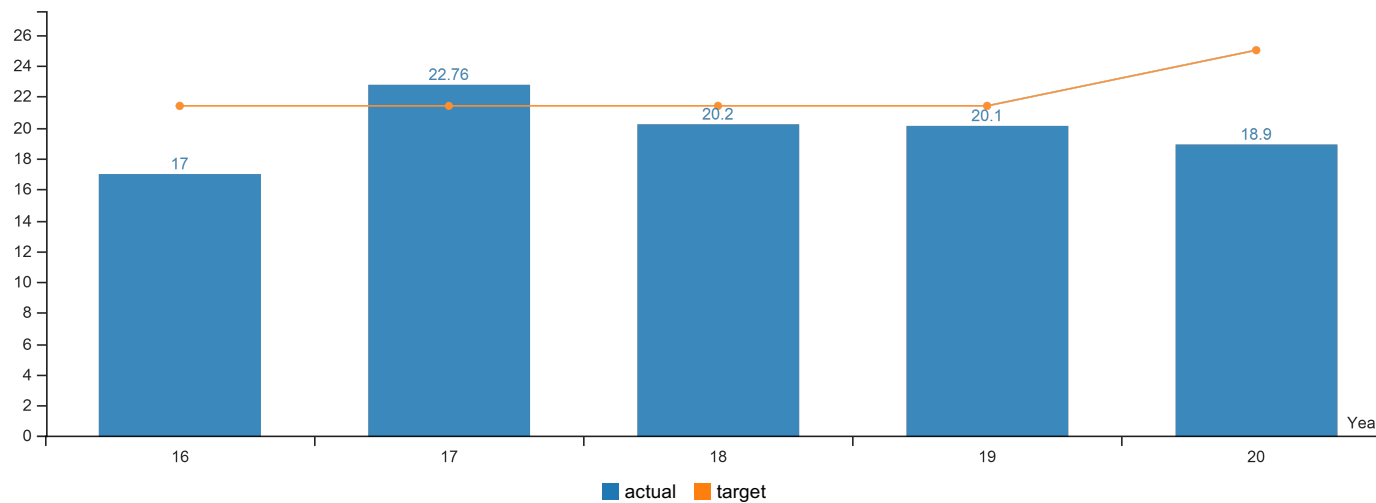
### Factors Affecting Results

Many social factors affect the level of participation, such as societal preferences and state population demographics. Causes of the variance in participation may include, but are not limited to: (1) state population increases have been greater in urban areas (rural residents are more likely to hunt), (2) aging hunter population, (3) price increases in hunting licenses and tags in license years 2004, 2010, 2016 and 2018, 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 opportunities. Populations of some game species have declined due to a variety of factors, such as: (1) landscape scale changes in habitat as a result of climate change (timing of precipitation and increased temperatures), (2) increased control of wildfires and reduced timber harvest on federal lands resulting in less early seral stage habitat, (3) invasive annual grass such as cheatgrass and medusahead outcompeting/replacing native species that provided better forage for wildlife, (4) increased predation resulting from increased protection of bears and cougars, and now the return of wolves, (5) increased human population and development means less habitat for wildlife and connectivity across the landscape, particularly lower elevation winter range, (6) increased disease issues, including Adenovirus and Epizootic Hemorrhagic Disease impacts to deer. The cumulative impact of all of these factors has decreased the carrying capacity for many big game populations. Reduced opportunity due to fewer available animals also contributes to the social factors. Limits to the number of hunting tags issued results in some hunters are not able to hunt their accustomed areas each

year, which may reduce interest in the sport and affect family hunting.

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

\* Upward Trend = positive result



Report Year	2016	2017	2018	2019	2020
<b>Percent of the License Buying Population Age 14-69 With Fishing Licenses And/Or Tags</b>					
Actual	17%	22.76%	20.20%	20.10%	18.90%
Target	21.40%	21.40%	21.40%	21.40%	25%

### How Are We Doing

The fishing participation data is for calendar year 2019. In 2019, 18.9% of the state license-buying population (ages 12 to 69 years) participated in angling in Oregon. Angling participation in Oregon has been declining when measured in proportion to the growing state population. For the period of 2000 to 2019, the participation rate for angling has decreased from 21.7% to 18.9%. In 2016, the new Youth License expanded the lower limit of the license-buying age to 12 years old (from 14 years old). This meant both that additional youth anglers could be counted, but also that a slightly larger proportion of Oregon's overall population would be included in the calculation for this measure.

The total number of Oregon resident anglers has declined 9.9% since 2000. Much of this decline occurred very recently, as there was a 7% decrease in resident angling licenses between license year 2018 and 2019. Current license sales data for 2020 indicate that resident angling sales are rebounding in license year 2020. Although angling participation rates have relatively been stable over the last six years, they remain below the target level of 25%.

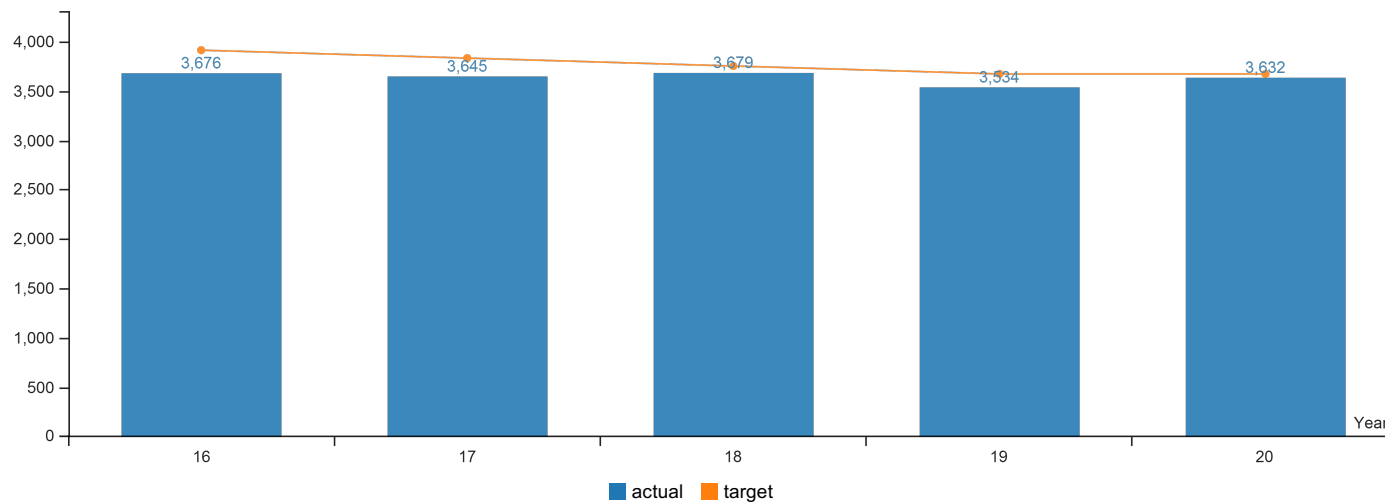
### Factors Affecting Results

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 license years 2004, 2010, 2016 and 2018, (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 the 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. Fish abundances are a key driver for some fisheries, such as those in the Columbia River, but there are many other factors, such as the weather and public access. Following

several years of poor ocean survival for salmon and steelhead, salmon and steelhead returns have been reduced in many areas, and angling effort has declined in response. Conversely, opportunities for marine finfish have generally increased, and those for trout and warm water species have generally been stable. Recent information indicates ocean conditions for salmon have improved, which should lead to improved opportunities in the near future.

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

\* Upward Trend = negative result



Report Year	2016	2017	2018	2019	2020
<b>Wildlife Damage Complaints Addressed Annually</b>					
Actual	3,676	3,645	3,679	3,534	3,632
Target	3,910	3,830	3,750	3,670	3,670

### How Are We Doing

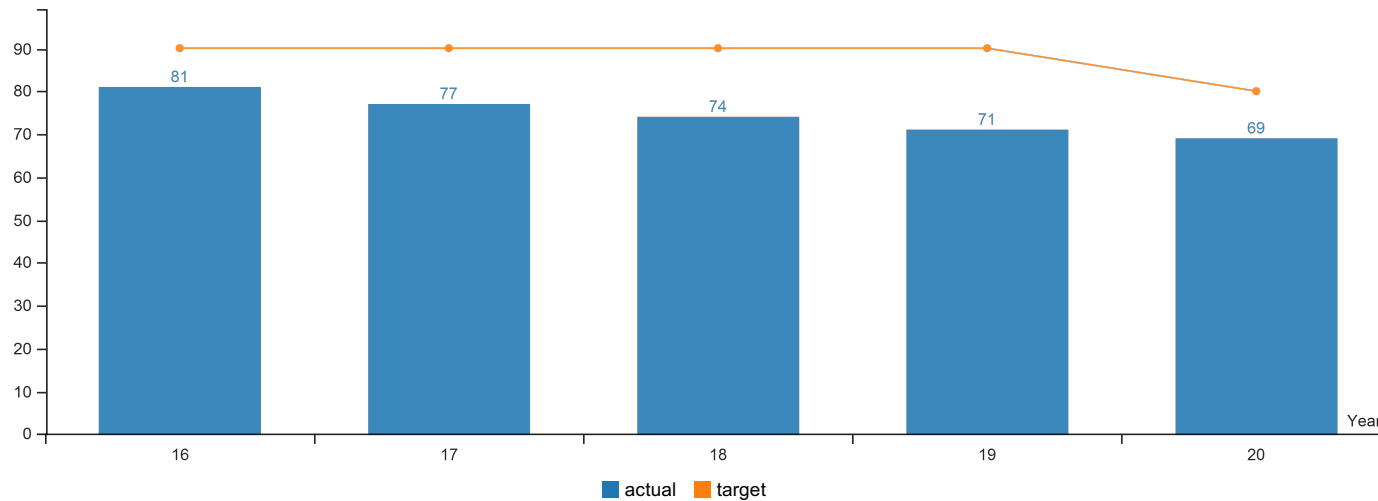
This data is for calendar year 2019. In 2019, there were 3,632 wildlife damage complaints addressed, which falls within the target. For the 2000-2019 period, the total number of complaints has varied from a high of 5,419 in 2001 to a low of 3,210 in 2013. Annual complaint numbers have tended to be lower 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 declined from 921 in 2010 to 308 in 2018, but have increased to 537 in 2019. 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	2016	2017	2018	2019	2020
<b>Percent of Fish Species of Concern Being Monitored</b>					
Actual	81%	77%	74%	71%	69%
Target	90%	90%	90%	90%	80%

#### How Are We Doing

A large proportion of fish species of concern are currently monitored by ODFW. The percent monitored was 69% in 2019 (data is for calendar year 2019). Although this value is below the targeted level of 80%, 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. 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. This work continued in 2019, and genetic sequences are currently available for most of Oregon's native fish species.

These data are provided by agency personnel from their knowledge of monitoring on an ongoing basis. Lists of species of concern and threatened and endangered species are updated every five years. The lists can be found through the links below:

[https://www.dfw.state.or.us/wildlife/diversity/species/docs/Threatened\\_and\\_Endangered\\_Species.pdf](https://www.dfw.state.or.us/wildlife/diversity/species/docs/Threatened_and_Endangered_Species.pdf)

[https://www.dfw.state.or.us/wildlife/diversity/species/docs/Sensitive\\_Species\\_List.pdf](https://www.dfw.state.or.us/wildlife/diversity/species/docs/Sensitive_Species_List.pdf)

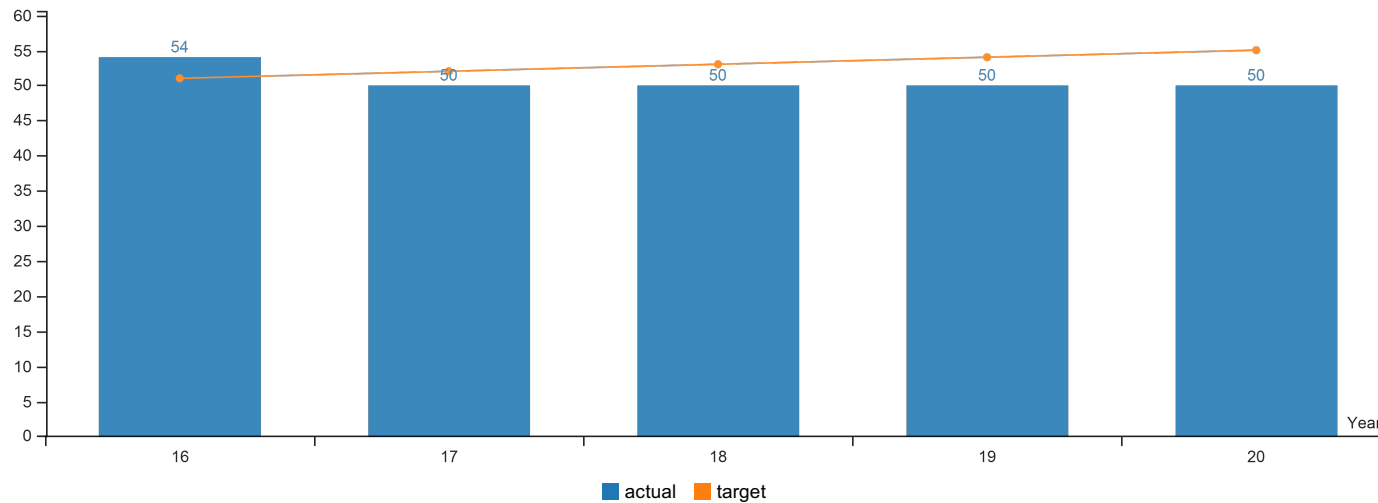
#### Factors Affecting Results



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 the percentage of listed species being monitored. Four species that were monitored in 2018 were not monitored by ODFW in 2019 (Goose Lake Redband Trout; Malheur Lakes Redband Trout, Modoc Sucker; Western Brook Lamprey), but monitoring in 2019 included monitoring for three species that were not monitored in 2018 (Alvord Chub, Borax Lake Chub, Fosskett Speckled Dace). The analysis for 2019 included two additional species, white sturgeon (monitored in 2019) and Pacific Brook Lamprey (not monitored in 2019).

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	2016	2017	2018	2019	2020
<b>Percent of Wildlife Species of Concern Being Monitored</b>					
Actual	54%	50%	50%	50%	50%
Target	51%	52%	53%	54%	55%

### How Are We Doing

The percent of wildlife species of concern being monitored was 50% in 2019 (data is for calendar year 2019), 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*. In 2016, the Oregon Fish and Wildlife Commission and the U.S. Fish and Wildlife Service approved the Strategy and the Sensitive Species list. 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 50% to 54% for the last five years. 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). 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 large-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 through the links below:

[http://www.dfw.state.or.us/wildlife/diversity/species/threatened\\_endangered\\_species.asp](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.dfw.state.or.us/wildlife/diversity/species/sensitive_species.asp)

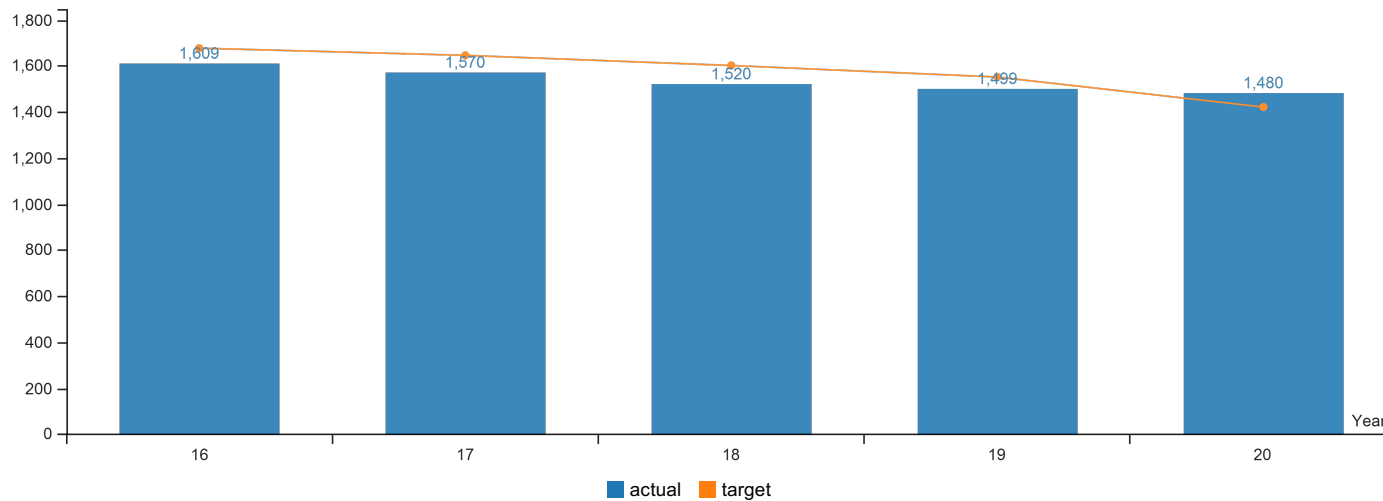
<http://www.oregonconservationstrategy.org/>

#### **Factors Affecting Results**

The actual level and types of data collected, timeframe, and 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 the 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	2016	2017	2018	2019	2020
<b>Number of Unscreened Priority Water Diversions</b>					
Actual	1,609	1,570	1,520	1,499	1,480
Target	1,675	1,644	1,600	1,550	1,420

#### How Are We Doing

The data is for calendar year 2019. ODFW provided financial assistance on 19 projects, protecting 88.28 cfs of water. This does not include cost shared fish passage projects or screen projects where we provided technical assistance, but no financial assistance. 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 the fish screen report.

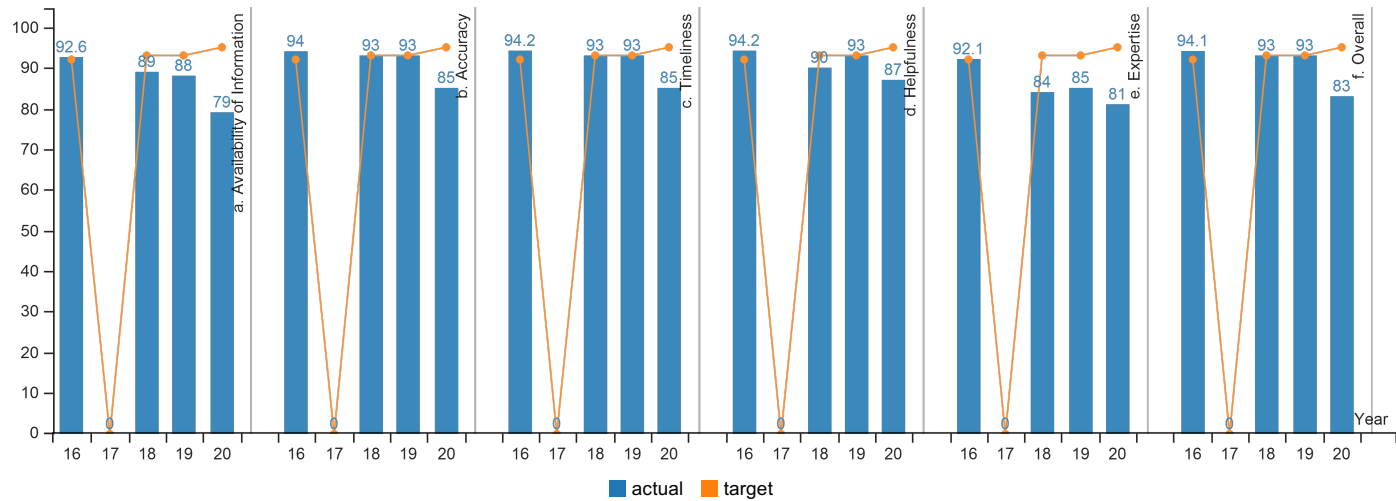
ODFW will continue to develop cooperative relationships with water users and other entities to implement fish protection measures at diversions responsible for the loss of fish. Fish screen maintenance is critical to ensure these projects continue to function for fish protection and water delivery. Additional 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 Program 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 in field operations. Increasing costs to install and maintain fish screens along with reduced funds and staff will decrease the ability of this Program to maintain existing screening infrastructure and install new screens.

Under the current funding trend, the annual number of screens ODFW is able to install and maintain will continue to decrease.

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	2016	2017	2018	2019	2020
<b>a. Availability of Information</b>					
Actual	92.60%	No Data	89%	88%	79%
Target	92%	0%	93%	93%	95%
<b>b. Accuracy</b>					
Actual	94%	No Data	93%	93%	85%
Target	92%	0%	93%	93%	95%
<b>c. Timeliness</b>					
Actual	94.20%	No Data	93%	93%	85%
Target	92%	0%	93%	93%	95%
<b>d. Helpfulness</b>					
Actual	94.20%	No Data	90%	93%	87%
Target	92%	0%	93%	93%	95%
<b>e. Expertise</b>					
Actual	92.10%	No Data	84%	85%	81%
Target	92%	0%	93%	93%	95%
<b>f. Overall</b>					
Actual	94.10%	No Data	93%	93%	83%
Target	92%	0%	93%	93%	95%

How Are We Doing

ODFW sends out an online customer survey directly to customers each quarter. This survey measures satisfaction ratings of customers who purchased a license or permit during the previous three months. In calendar year 2019, a total of 2,874 customer survey responses were recorded, 83% of survey respondents ranked the overall quality of services as “good” or “excellent”. For all six of the categories the percentage of customers that ranked customer service as “good” or “excellent” ranged between 79% and 85%. "Availability of Information" was the lowest ranking area, while "Helpfulness" was the highest ranking area. When assessing all customers each of the six categories fall short of the 95% target.

However, it should be noted that when customers who made purchases directly from ODFW offices are separated into their own group, these customers provide higher rankings for all categories, with “good” or “excellent” ratings ranging between 85% and 92%. This indicates that customers who make purchases directly from an ODFW office tend to be more satisfied with their experience.

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; an always evolving 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; a mobile license application; availability of online mandatory hunter education courses; 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**

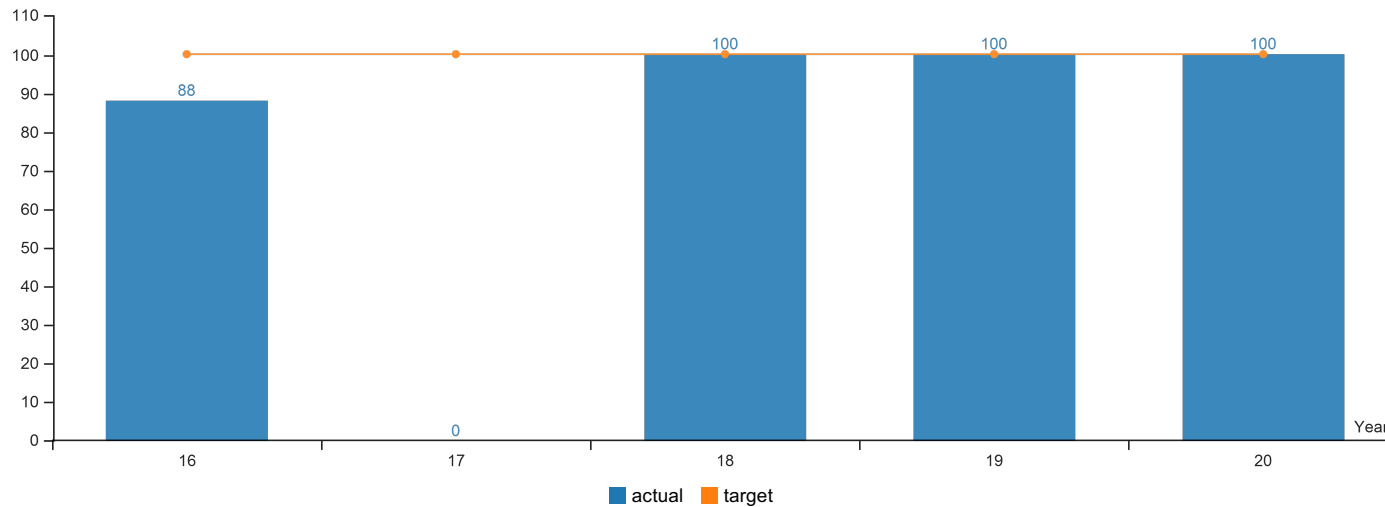
Methodology: ODFW is required by the 2005 Legislature to incorporate a customer service performance measure and survey customers biennially. Initially ODFW administered this survey by mail. In 2016, an online survey method was developed allowing ODFW to send survey invitations directly to customer emails. Currently, this survey goes out four times annually. Results are calculated by aggregating all responses from the quarterly surveys together for the calendar year.

Groups Analyzed: In 2018 and years prior the three groups of customers surveyed included: customers who made purchases through external vendors (for example, this includes a customer who purchased a fishing license from a retail store); customers who made purchases at an ODFW office; and customers who made purchases by mail or fax machine. For the surveys deployed in 2019, the mail or fax machine customer group was not analyzed, as these purchase methods were discontinued in 2018. In 2019, ODFW started gathering information on the customer service experience of the growing customer group who make purchases online through ODFW’s Electronic Licensing System (ELS). The format of the questions asked is not consistent with these KPM metrics. 2019 represents the first year in which ELS was deployed; feedback from this customer group is incorporated into improving the ELS system. ODFW is continuously working to improve the online purchasing experience of our customers.

Data Collection Methods: The sampled population for the 2019 customer surveys were recreational license holders who purchased a license during 2019 and had a valid email address in the ODFW license database. Prior to 2016 customer surveys were sampled from and mailed out to four different groups: 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 (no printing, postage, and data entry are needed). Another reason is that response rates to mail surveys have been declining, due to the increased use of the internet; mail response rates for this customer service survey had dropped from 42% in 2006 to 28% in 2014. In 2019, as in past years, there was a sufficient number of surveys completed allowing for a low margin of error. ODFW reviews the completed surveys from recreational license customers each quarter and applies their feedback to improve our customer service. As different groups of customers are incorporated, it is important to analyze customer service experiences of individual customer groups.

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	2016	2017	2018	2019	2020
<b>Percent of Best Practices Met by the Oregon Fish and Wildlife Commission</b>					
Actual	88%	No Data	100%	100%	100%
Target	100%	100%	100%	100%	100%

### How Are We Doing

Results come from a survey implemented in January of 2020 sent to the Oregon Fish and Wildlife Commission (OFWC). There are seven total commission seats, but only six commission members are currently serving terms with one vacant Western Oregon seat. All six Commissioners completed the survey on best practice fulfillment for the 2019 reporting period. This self-assessment process allows the OFWC to think about how its activities meet best practice standards. With this information in mind, improvements can be made where they are identified. The current performance level is 100%, as all 15 best practices were met, which meets the target goal.

There were no comments from commissioners indicating any issues affecting overall performance. The vast majority of the comments described how OFWC has met the individual best practices and were either positive or neutral in nature. There was feedback given on best practice five, “The Commission is appropriately involved in review of the agency’s key communications”, noting that weekly reporting, such as the Monday Morning Minutes, serve as an important resource that shares regional and agency-wide information on a routine basis. Survey results recognized that the OFWC is encouraged to discuss constituent issues with the agency and department staff are receptive and often reach out to Commissioners on upcoming topics and public correspondence. There are Commission members who had only been serving for a short time when this survey was implemented; feedback was provided around opportunities to be involved in developing major plans and objectives, along with a desire for information prior to large rule-making meeting agenda items. As new commissioners have spent more time in their roles, they have been able to engage in these kinds of opportunities with the department.

All best practices were reported to be met by respondents. One respondent abstained from answering four of the 15 best practice standards, including best practices one, two, three, and four. Upon review of the comments the reason why the respondent had abstained was that they were new to the Commission and were not part of the OFWC when the best practice was completed in 2019. All abstaining responses were treated as a neutral response. Reviewing all respondent responses, it is notable that there were not any “no” responses, meaning that of the Commissioners who



responded they all unanimously agreed that each of the best practices had been met in 2019.

**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.

These results reflect the 2019 OFWC self-assessment. In 2019, five of the seven commission members were newly appointed, for this reason the 2019 APPR self-assessment survey was deployed in January of 2020 giving members time on the commission to provide an accurate self-assessment. For next year's assessment of 2020, the survey will be implemented in October 2020; this aligns with when the survey has historically been launched.