

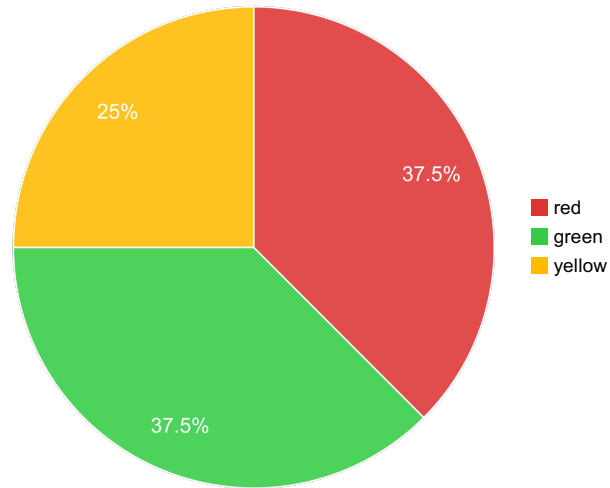
Department of Fish and Wildlife

Annual Performance Progress Report

Reporting Year 2023

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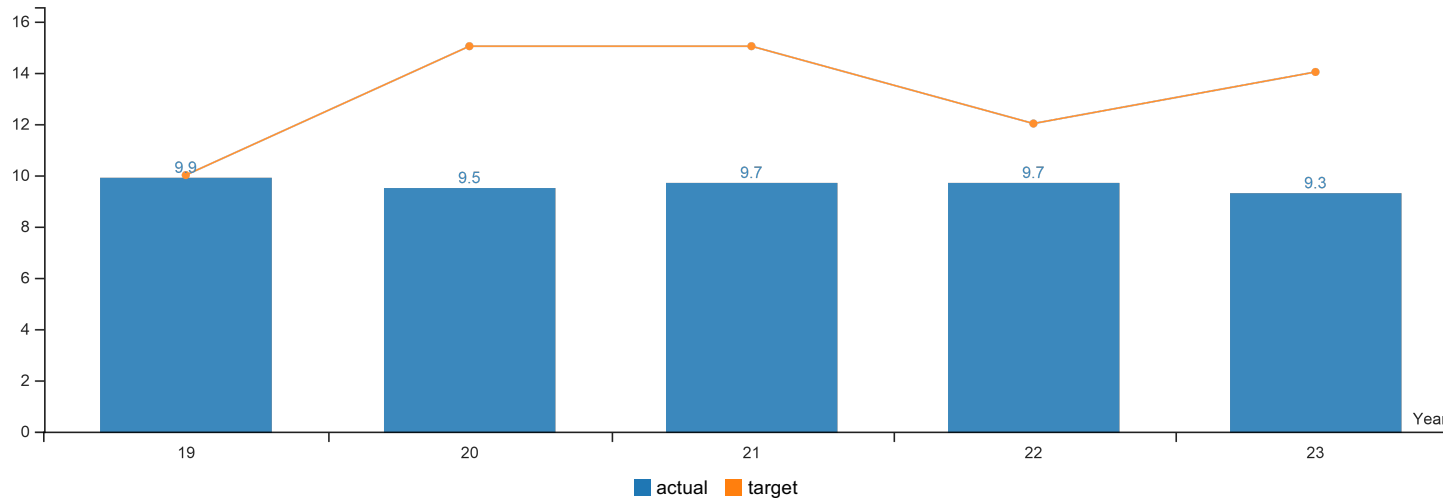
KPM #	Approved Key Performance Measures (KPMs)
1	Hunting License Purchases - Percent of the license buying population in Oregon with hunting licenses and/or tags
2	Angling License Purchases - Percent of the license buying population in Oregon with angling licenses and/or tags.
3	Wildlife Damage - Number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

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	2019	2020	2021	2022	2023
Percent of the License Buying Population Age 12-69 With Hunting Licenses and/or Tags					
Actual	9.90%	9.50%	9.70%	9.70%	9.30%
Target	10%	15%	15%	12%	14%

How Are We Doing

The 2023 report year measures hunting participation data for calendar year 2022. For 2022, the percentage of the Oregon license-buying population (ages 12 to 69 years) participating in hunting was 9.3%, which is below the 14% 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 2001 to 2022, the participation rate of Oregonians for hunting declined from 10.5% to 9.3%. However, in the shorter term, there has been a rebound; from 2011 to 2022, the participation rate increased from 8.3% to 9.3%. During 2022, we did see an overall decrease in hunting participation in Oregon from 2021. Compared to 2021, there were approximately 9,000 fewer Oregonians who participated in hunting. Additionally, there were approximately 600 fewer nonresident participants, although nonresident participation is not included in this measure.

Factors Affecting Results

Many social, economic, environmental, and biological factors affect the level of hunting participation. For example, urban dwellers tend to participate at a lower rate. Thus, increases in the States population can result in a decrease in percent of residents participating if growth is driven by urban centers. Similarly, the recreational market in Oregon includes a diverse range of activities that compete for people's time. Increasing license costs, fuel costs, and gear costs can also influence participation. Recent inflationary increases have put pressure on household budgets. Other influencing factors include an aging hunter population, and declining access to private lands over the last decade as many private landowners have trended towards closing their lands or charging access fees.

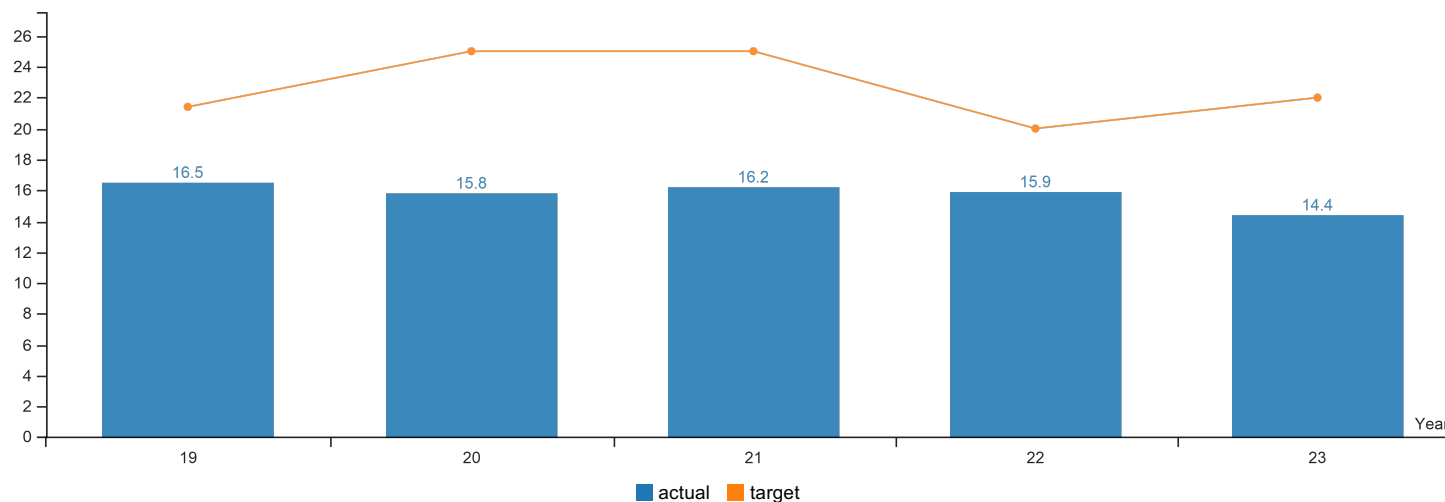
Participation is also influenced by the quality and quantity of hunting opportunities. Populations of some game species have declined due to a variety of factors, such as: (1) landscape-scale changes in habitat as a result of climate change (timing of precipitation and increased temperatures), (2) increased control of wildfires and reduced timber harvest on federal lands resulting in less early seral stage habitat, (3) invasive annual grass such as cheatgrass, ventenada, 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. Hunting opportunities were also limited by the continued closure of portions of the Willamette National Forest and Mount Hood National Forest due to ongoing safety concerns from uncharacteristically large wildfires which burned in 2020.

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 is a factor affecting participation. Limits to the number of hunting tags issued lead to some hunters not able to hunt in 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	2019	2020	2021	2022	2023
Percent of the License Buying Population Age 14-69 With Fishing Licenses And/Or Tags					
Actual	16.50%	15.80%	16.20%	15.90%	14.40%
Target	21.40%	25%	25%	20%	22%

How Are We Doing

The 2023 report year measures fishing participation data for calendar year 2022. For 2022, the percentage of the Oregon license-buying population (ages 12 to 69 years) participating in fishing was 14.4%, which is below the 22% target level. When measured in proportion to the growth in the state population, fishing participation has been on the decline in Oregon over the long term. From 2001 to 2022, the participation rate of Oregonians for fishing declined from 22.1% to 14.4%. In recent years, the participation rate of Oregonians for fishing had been holding relatively steady at around 16%. However, during 2022 we saw a decrease in the participation rate of Oregonians from 15.9% in 2021 to 14.4% in 2022. This decrease was driven by resident anglers, as there were approximately 93,000 fewer Oregonians who participated in fishing in 2022. Conversely, there were approximately 53,000 more nonresident participants in 2022, compared to 2021 although nonresident participation is not included in this measure.

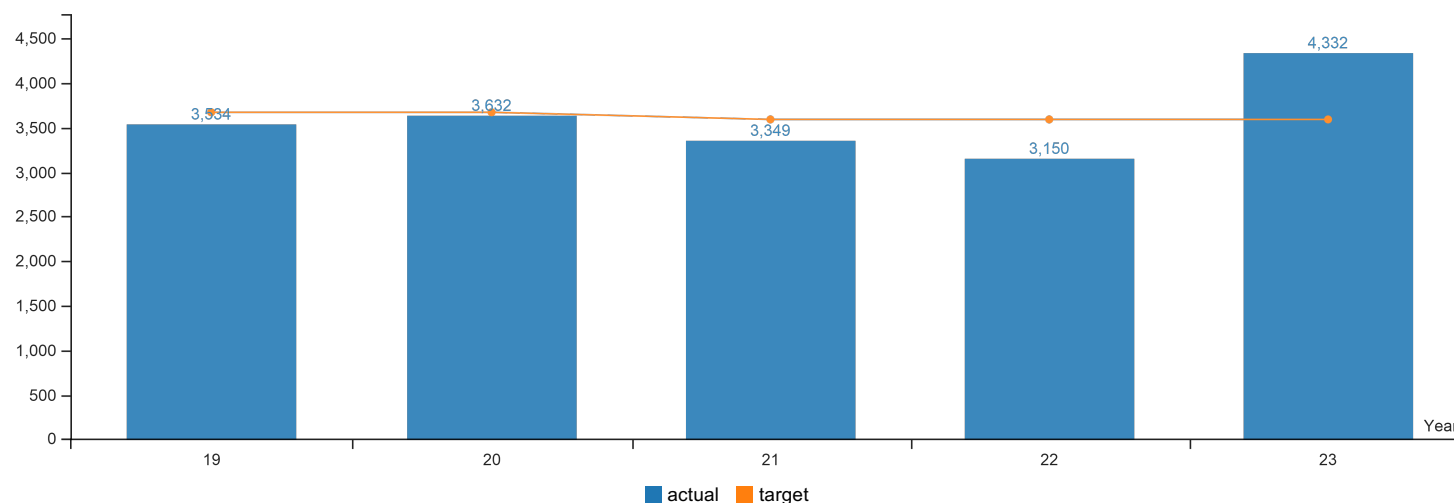
Factors Affecting Results

Many social, economic, environmental, and biological factors affect the level of angling participation. The recreational market in Oregon includes a diverse range of activities that compete for people's time. 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. Increasing license costs, fuel costs, and gear costs can also influence participation. Recent inflationary increases have put pressure on household budgets.

Participation can also be affected by the quality and quantity of fishing opportunities. Target fish abundances are a key driver for some fisheries, such as those in the Columbia River, but there are many other influencing factors, such as the weather and public access. Following several years of poor ocean survival for 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.

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

* Upward Trend = negative result



Report Year	2019	2020	2021	2022	2023
Wildlife Damage Complaints Addressed Annually					
Actual	3,534	3,632	3,349	3,150	4,332
Target	3,670	3,670	3,590	3,590	3,590

How Are We Doing

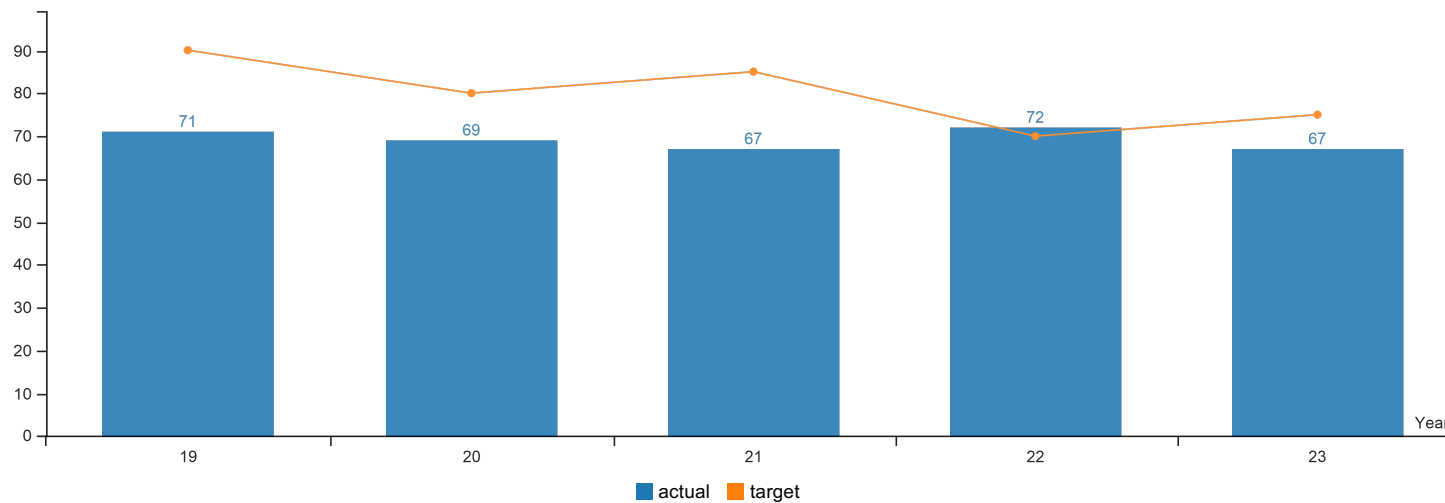
The 2023 report year measures wildlife damage complaint data from calendar year 2022. In 2022, there were 4,332 wildlife damage complaints addressed, which falls above the target. For the 2000-2022 period, the total number of complaints has varied from a high of 5,419 in 2001 to a low of 3,150 in 2021. Annual complaint numbers have tended to be lower in recent years (average of 3,599 for 2019-2022) relative to earlier years (average of 3,655 for 2015-2019). Lower numbers of damage complaints allow the reader to infer that damage issues are being addressed and cooperative solutions to wildlife damage complaints are being found. 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 542 in 2021 to 1,040 in 2022. This increase in bear damage complaints was largely due to a failed wild berry crop which resulted in many bears seeking food from other sources, including food sources associated with humans. Overall, damage complaint levels continue to be stable across most species.

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 as 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, in dry years complaints of damage caused by deer and elk increase because animals move to agricultural lands, many of which are irrigated. In another example, the number of reported conflicts with bears increases during years when there are poor wild berry and acorn crops because in these years, bear rely more on foods associated with humans. Additionally, 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	2019	2020	2021	2022	2023
Percent of Fish Species of Concern Being Monitored					
Actual	71%	69%	67%	72%	67%
Target	90%	80%	85%	70%	75%

How Are We Doing

A large proportion of fish species of concern are currently monitored by ODFW. The percent monitored was 67% in report year 2023 (data is for calendar year 2022), a decrease from 72% in calendar year 2021. This value is below the annual target of 75%. Variation in the types, timeframe, and purposes of monitoring efforts are not reflected in this measure. The agency will continue to seek funding sources that will allow for increased monitoring of these fish species, and ODFW has continued to develop and implement additional monitoring tools, including genetic based monitoring techniques, to improve monitoring capacity, efficiency, and species coverage. 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/Sensitive_Species_List.pdf

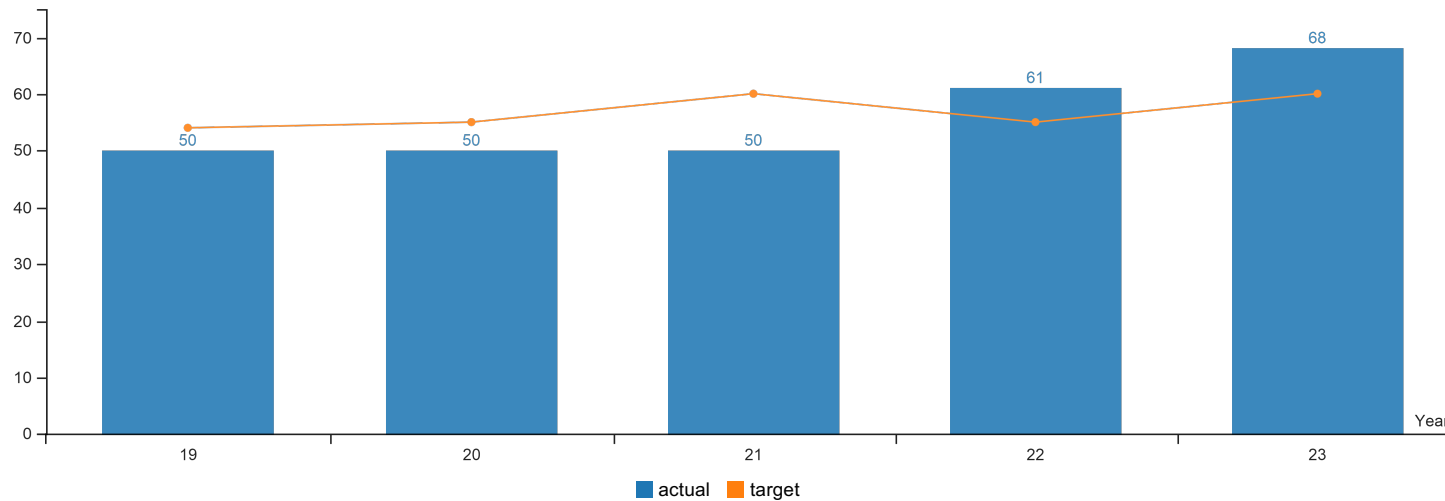
Factors Affecting Results

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. Several species that typically are monitored biennially or episodically were not monitored in

2022 (Alvord chub, Borax Lake chub, Foskett speckled dace, Goose Lake redband trout, Lahontan cutthroat trout). New genetic monitoring methods, developed through a collaboration among research programs at ODFW, Oregon State University, and the U.S. Forest Service Pacific Northwest Research Station were piloted in the Goose Lake basin by the Oregon Cooperative Fish and Wildlife Research Unit. These methods are expected to improve future monitoring of Oregon's fish species of concern.

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	2019	2020	2021	2022	2023
Percent of Wildlife Species of Concern Being Monitored					
Actual	50%	50%	50%	61%	68%
Target	54%	55%	60%	55%	60%

How Are We Doing

The percent of wildlife species of concern that were monitored in report year 2023 (calendar year 2022) was approximately 68%, an increase since last reporting year. The actual number monitored was above the current target level of 60%. Species of concern are taken to include those listed as threatened, endangered and sensitive wildlife species in Oregon.

In 2016, the Oregon Fish and Wildlife Commission and the U.S. Fish and Wildlife Service approved both the *Oregon Conservation Strategy (Strategy)* and the updated Sensitive Species list. In 2021, the department further amended the Sensitive Species list and also modified the state threatened, endangered species lists (under the Oregon ESA), to take account of species' legal status changes. Ninety-five wildlife listings are maintained as sensitive by the department and 21 as either threatened or endangered. The level of monitoring for these species of concern has been between 50-61% for the last four years.

This performance measure does not consider the types, methods or scale of monitoring conducted, nor the timeframe and purpose of monitoring. Also, because of resource constraints, there are often uncertainties related to population trends for many species. Trend data is not however considered by the performance measure. ODFW will continue to promote sustained monitoring efforts for the species prioritized in the *Strategy* (including the Nearshore Strategy component) in coordination and collaboration with our external conservation partners. The *Strategy* will be revised again in 2026.

Few species of concern are monitored exclusively by the department. Monitoring and research activities are mostly achieved through collaborative 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 necessarily control the level of effort and is often directed or affected by other external mandates. ODFW and conservation partners will continue to seek funding sources that will allow for new or sustained monitoring of wildlife priority species.

The lists of threatened and endangered species were last updated in 2022 to reflect the Commission's up-listing of the Marbled Murrelet from threatened to endangered in July 2021 and relisting of the gray wolf under the federal ESA in a portion of Oregon. The list of sensitive species was updated in 2021. 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/sensitive_species.asp

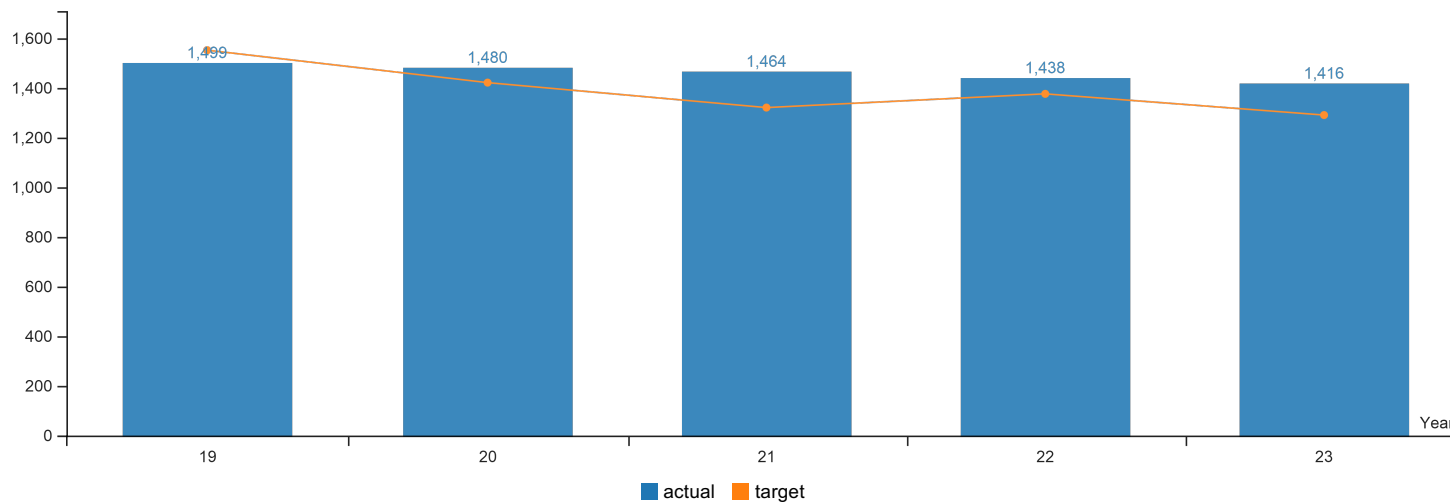
<http://www.oregonconservationstrategy.org/>

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	2019	2020	2021	2022	2023
Number of Unscreened Priority Water Diversions					
Actual	1,499	1,480	1,464	1,438	1,416
Target	1,550	1,420	1,320	1,375	1,290

How Are We Doing

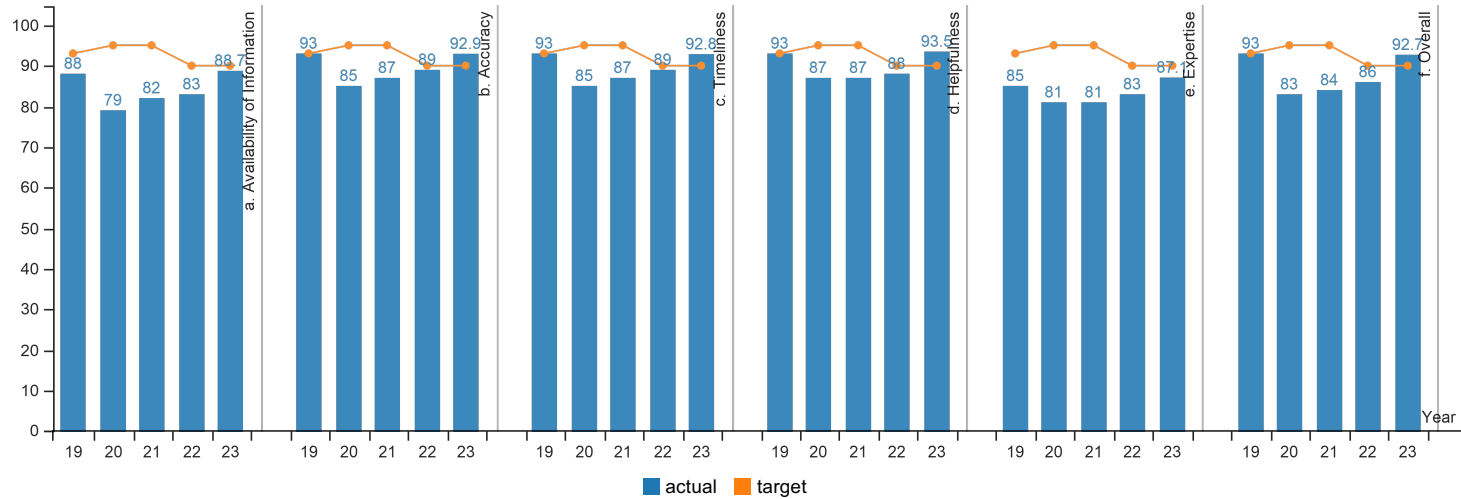
The annual number of unscreened priority water diversions continues to be on a downward trend. During the 2023 report year (2022 calendar year), ODFW provided financial assistance to install or replace 22 fish screen projects, protecting 67.75 cfs. of water. This does not include cost-shared fish passage projects or screen projects where we provided technical assistance but no financial assistance. ODFW also inspects and certifies screens required to meet ODFW screening criteria but funded outside of Oregon’s cost share or tax credit programs. There were 24 inspection-only projects this year. ODFW will continue to develop cooperative relationships to implement fish protection measures at diversions responsible for the loss of fish.

Additionally, maintenance of existing screens is critical to ensure these projects continue functioning for fish protection and water delivery. Additional resources are needed to maintain existing fish screens throughout Oregon as required in statute. The annual number of new fish screening projects continues to be lower than desired due to increased maintenance responsibilities, program staff reductions, flat budgets, and an increased focus on fish passage projects. ODFW has successfully implemented many valuable fish passage projects that take staff time and fiscal resources but are not reflected in these numbers.

Factors Affecting Results

Relevant factors influencing results include the available funds for screen installation and maintenance and 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 have reduced staff in headquarters and in field operations. Increasing costs to install and maintain fish screens along with reduced funds and staff decrease the ability of the Fish Screening Program to maintain existing screening infrastructure and install new screens.

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	2019	2020	2021	2022	2023
a. Availability of Information					
Actual	88%	79%	82%	83%	88.70%
Target	93%	95%	95%	90%	90%
b. Accuracy					
Actual	93%	85%	87%	89%	92.90%
Target	93%	95%	95%	90%	90%
c. Timeliness					
Actual	93%	85%	87%	89%	92.80%
Target	93%	95%	95%	90%	90%
d. Helpfulness					
Actual	93%	87%	87%	88%	93.50%
Target	93%	95%	95%	90%	90%
e. Expertise					
Actual	85%	81%	81%	83%	87.10%
Target	93%	95%	95%	90%	90%
f. Overall					
Actual	93%	83%	84%	86%	92.70%
Target	93%	95%	95%	90%	90%

How Are We Doing

ODFW sends 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 report year 2023 (calendar year 2022), a total of 556 customer survey responses were recorded, 93% 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 87% and 94%. Expertise was the lowest ranking area, while Helpfulness was the highest-ranking area. When assessing the six categories, four categories (Accuracy, Timeliness, Helpfulness, and Overall) exceeded the 90% target and two categories (Availability of Information and Timeliness) fell slightly below the target.

Compared to 2021, 2022 showed an across-the-board uptick in customer experience, as the percentage of customers that ranked customer service as “good” or “excellent” increased from a range of 83% - 89% to a range of 87% - 94%. The category that saw the greatest improvement was Overall, which increased by just over 8%. Followed by improvements to Availability of Information +6.5%, Helpfulness +5.7%, Expertise +5.4%, Accuracy +4.6%, and Timeliness +4%. The 2022 improved ratings of customer services across all measures bring ratings back to levels not seen since 2018.

To further enhance customers’ 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

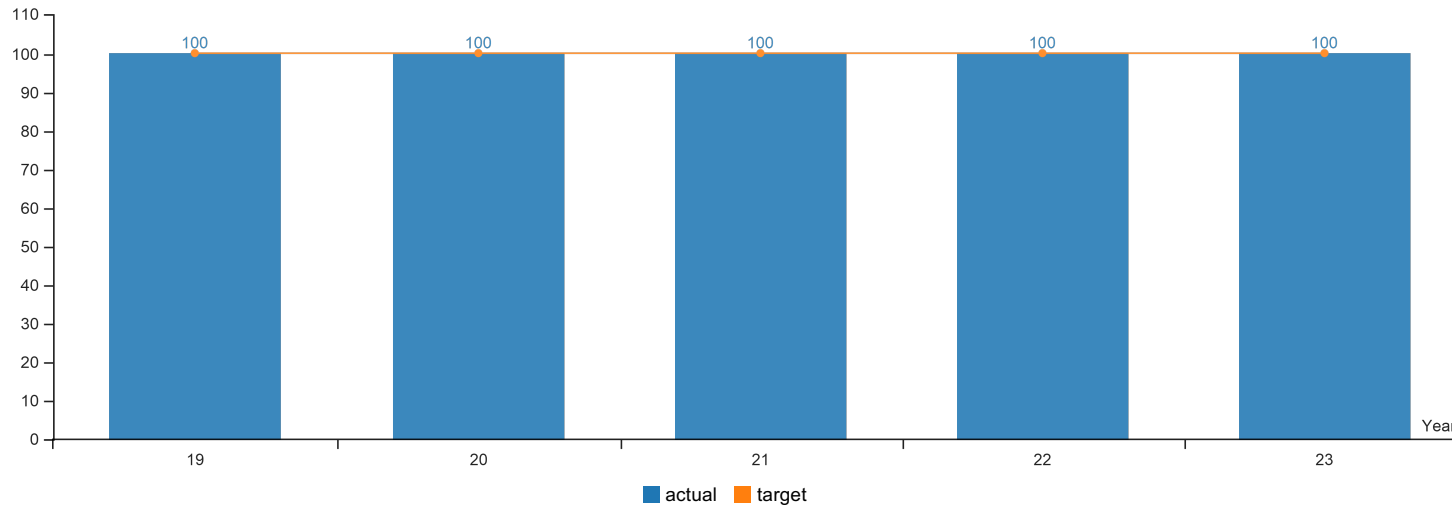
ODFW’s customer service survey is emailed to recreational license holders who purchased a license during the reporting year, opted in to communications, and had a valid email address in the ODFW license database. Currently, this survey goes out four times annually. Results are calculated by aggregating all responses from the quarterly surveys together for the calendar year.

In 2018 and years prior the groups of customers surveyed included: customers who made purchases through external vendors (for example, 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. With the surveys deployed in 2019 and later, there is no longer a mail or fax machine customer group, as these purchase methods were discontinued with the launch of ODFW’s Electronic Licensing System (ELS). 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 91% and 97%. This indicates that customers who make purchases directly from an ODFW office tend to be more satisfied with their experience.

The way that customers make purchases has changed significantly in recent years, with the COVID-19 pandemic increasing the shift towards online purchases. This has resulted in an annual trend of a greater portion of sales occurring through the Electronic Licensing System (ELS). In 2019, 38% of ODFW’s license revenues came from internet sales; this figure has since increased to 60% in 2022. In 2019, ODFW started gathering information on the customer service experience of the growing customer group making online purchases through ELS. In 2022, the agency collected and reviewed customer feedback quarterly from a total of 1,262 customers who made purchases through ELS. The format of the questions asked are not consistent with the KPM metrics, however ODFW reviews the completed surveys for feedback on ways to improve customers’ experience online. Results from the online survey indicate that the overall quality of services has improved year over year since the launch of ELS in 2019. The percent of survey respondents rating this factor as “good” or “excellent” increased from 67% in 2019 to 78% in 2022.

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	2019	2020	2021	2022	2023
Percent of Best Practices Met by the Oregon Fish and Wildlife Commission					
Actual	100%	100%	100%	100%	100%
Target	100%	100%	100%	100%	100%

How Are We Doing

Results for the 2023 report year come from a survey implemented in November-December 2022 sent to the Oregon Fish and Wildlife Commission (OFWC). There are seven total commission seats, and all seven Commissioners completed the survey on best practice fulfillment for the 2022 reporting period. This self-assessment process allows the OFWC to think about how its activities meet best practice standards, and 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.

All best practices were reported to be met unanimously by all respondents.

The majority of the comments describe how OFWC has met the individual best practices and were either positive or neutral in nature. Survey results recognize that the OFWC is actively involved in the review of proposed budgets, and they feel knowledgeable of key financial information and audit findings. One respondent indicated that the agency supports their review of financial information and audit findings by providing a financial report at every Commission meeting. It was also noted that the current Commission is proactive in their review of the budget during development stating, “All Commissioners are asked for their input as the (budget) process moves along even POPs (policy option packages).” Another comment recognized the department for making sure the Commission is appropriately involved in policy-making activities.

Related to training and coordination, specifically best practices 12-“Commission members act in accordance with their roles as public representatives”, 13-“Commission coordinates with others where responsibilities and interests overlap”, and 14-“Commission members identify and attend appropriate training sessions”, comments suggest expanded on-boarding resources and more interaction with related commissions (i.e., Forestry) would be helpful.

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.