

Agenda Item Summary

BACKGROUND

During the 2011 Legislative Session, HB 2127 was adopted paving the way for the creation of Oregon's first Habitat Conservation Stamp. On February 3, 2012, the Oregon Fish and Wildlife Commission adopted rules to implement an annual Habitat Conservation Stamp. The stamp is not required for any activity, but provides an opportunity for the public to give financial support for native fish and wildlife conservation in Oregon. Revenues from the sale of stamps and other related promotional materials are directed to the conservation of high priority species and habitats as outlined in the *Oregon Conservation Strategy*.

2014 marks the third year of the Habitat Conservation Stamp Program. Although the program is still relatively new, it has not experienced the level of support that was anticipated. The Department sold 86 Western Meadowlark stamps in 2012, 70 Kit Fox stamps in 2013, and 36 Western Painted Turtle stamps so far this year.

The cost of the Habitat Conservation Stamp is currently \$40, which includes an ODFW Wildlife Area Parking Permit. Due to the low number of stamps being sold and numerous recommendations from the public, the Department is proposing to reduce the cost of the stamp to \$20 and remove the parking permit from the package.

The artwork featured on the Habitat Conservation Stamp is selected through an annual art competition organized by the Department. The Department currently awards \$3,000 to the winning artist. As a result of the limited revenue experienced thus far, and comparisons with other state stamp art competitions, the Department is proposing to amend the rules and reduce the award amount to \$1,000.

The proposed changes also seek to clarify and amend the criteria for submitting artwork for the competition and other minor administrative corrections.

PUBLIC INVOLVEMENT

A formal public review process was not undertaken. However, a number of the proposed amendments originated from recommendations provided by the public regarding the Habitat Conservation Stamp Program.

ISSUE 1

AMEND THE COST OF THE STAMP FROM \$40 TO \$20, AND REMOVE THE WILDLIFE AREA PARKING PERMIT IN 2015

ANALYSIS

The Department has received numerous recommendations from the public to reduce the cost of the stamp and remove the parking permit from the package. These requests have largely come from out-of-state stamp collectors, bulk stamp suppliers, and constituents that are already in possession of a parking permit. The general impression is that they are paying for something extra that they do not need (e.g., a bulk supplier receiving 20 parking permits).

The Department also received general feedback that the stamp is too expensive. Reducing the cost of the stamp may make it more attractive to people interested in making a 'donation' to habitat conservation.

The proposed \$20 fee (\$18 + \$2 agency fee) was derived by subtracting the cost of the parking permit (\$20 + \$2 agency fee) from the current cost of the stamp (\$38 + \$2 agency fee).

ISSUE 2

AMEND THE AWARD AMOUNT TO THE WINNING ARTIST FROM \$3,000 TO \$1,000

ANALYSIS

As a result of the limited revenue for the stamp program thus far, the Department is proposing to reduce the award amount to \$1,000, which will allow more of the revenue to be put towards conservation program funding. Currently, the award amount is equal or greater than the revenue from annual stamp sales. The remainder of the balance is covered by the additional proceeds received from the sale of art prints featuring the winning artwork and donations from Duck Pond Cellars' Conservation Cuvee wine.

Staff investigated the awards and requirements of other state wildlife agency stamp art competitions and determined that a \$3,000 award is uniquely high in comparison. An award of \$1,000 would still be substantially more than what the majority of other states provide, and they continue to be able to attract skillful artists to their competitions. In addition, staff believes that the appeal of potentially having artwork featured as a wine label may provide additional enticement for artists to compete. Therefore, the Department believes the quality of artwork received would not decline due to a reduction in the award amount.

ISSUE 3

CLARIFY AND AMEND HABITAT CONSERVATION STAMP RULES

ANALYSIS

These proposed changes seek to clarify and amend rules related to the criteria for submitting artwork, responsibilities of the artists, and other minor administrative changes.

OPTIONS

- Option 1. Adopt proposed rules as written
- Option 2. Amend proposed rules
- Option 3. Deny proposed rules

**STAFF
RECOMMENDATION**

- Option 1. Adopt proposed rules as written.

DRAFT MOTION	I move to adopt Oregon Administrative Rule 635, Divisions 008 and 095 as proposed by staff.
EFFECTIVE DATE	Upon filing