

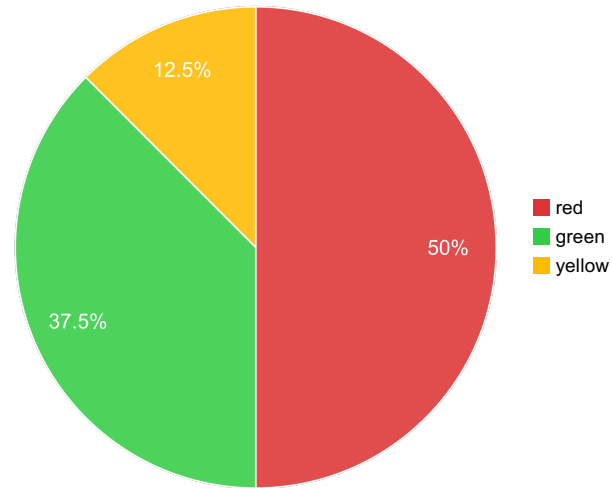
Department of Fish and Wildlife

Annual Performance Progress Report

Reporting Year 2025

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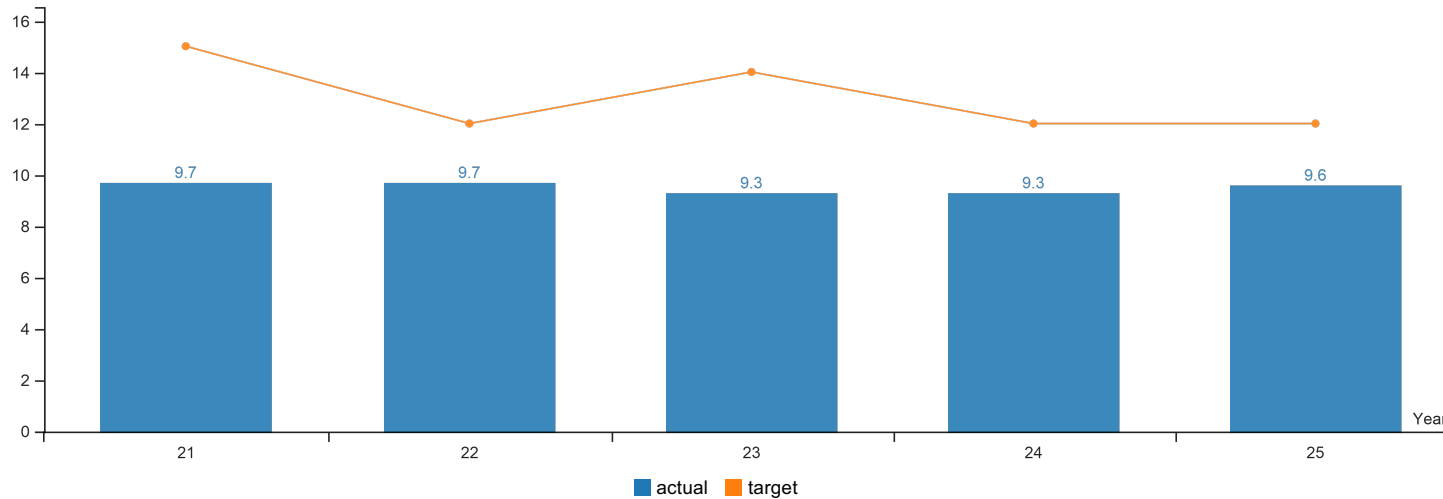
KPM #	Approved Key Performance Measures (KPMs)
1	Hunting License Purchases - Percent of the license buying population in Oregon with hunting licenses and/or tags
2	Angling License Purchases - Percent of the license buying population in Oregon with angling licenses and/or tags.
3	Wildlife Damage - Number 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%	12.50%	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	2021	2022	2023	2024	2025
Percent of the License Buying Population Age 12-69 With Hunting Licenses and/or Tags					
Actual	9.70%	9.70%	9.30%	9.30%	9.60%
Target	15%	12%	14%	12%	12%

How Are We Doing

The year 2025 report measures hunting participation data for calendar year 2024. In 2024, the percentage of the Oregon license-buying population (ages 12 to 69 years) participating in hunting was 9.6%, which is below the 12% target level.

The 2024 hunting participation rate increased slightly compared to 2023's rate of 9.3%. In 2024 there were approximately 2,900 more Oregonians who participated in hunting compared to 2023. Additionally, there were approximately 1,600 more non-resident participants in 2024 compared to 2023, although non-resident participation is not included in this measure.

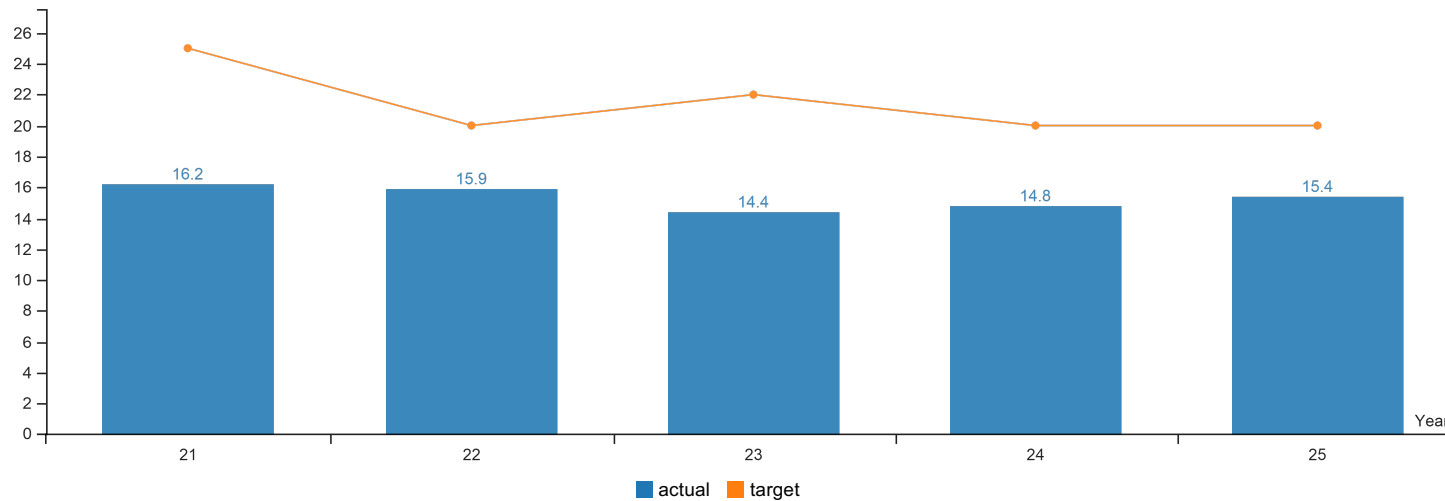
Factors Affecting Results

Many social, economic, and environmental factors may affect the level of hunting participation. For example, recent inflationary increases have put pressure on household budgets. Related increases in fuel, gear, and other costs may influence participation.

Landscape scale environmental factors may also influence hunting license sales. A good example of this is the closure of portions of public and private lands due to ongoing safety concerns from large wildfires which have become increasingly common in Oregon.

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	2021	2022	2023	2024	2025
Percent of the License Buying Population Age 14-69 With Fishing Licenses And/Or Tags					
Actual	16.20%	15.90%	14.40%	14.80%	15.40%
Target	25%	20%	22%	20%	20%

How Are We Doing

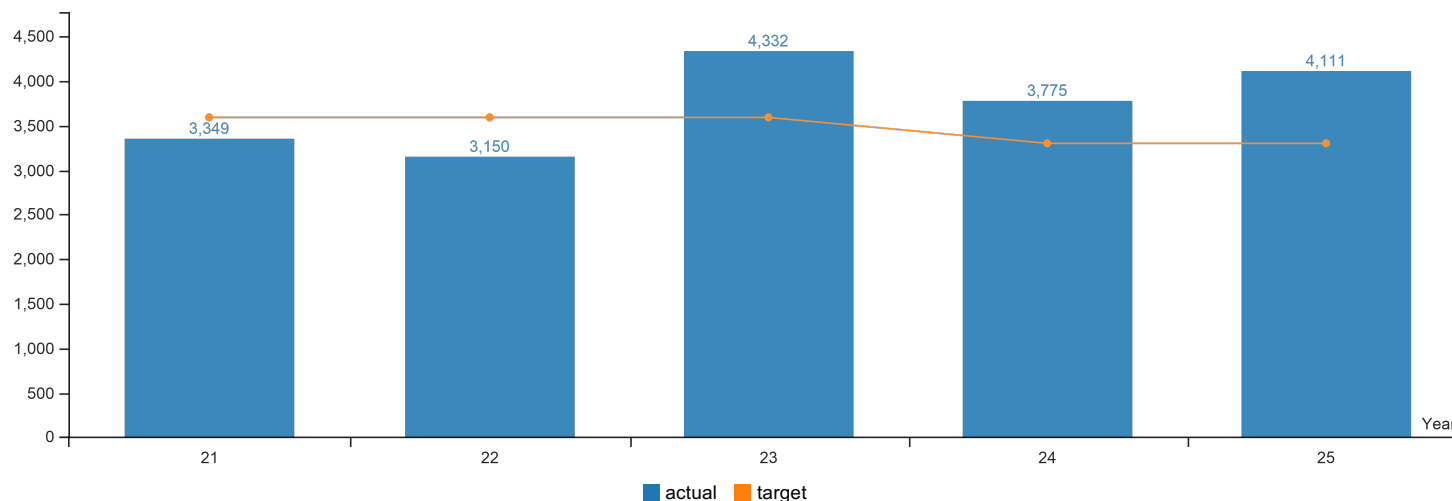
The year 2025 report measures fishing participation data for calendar year 2024. In 2024, the percentage of the Oregon license-buying population (ages 12 to 69 years) participating in fishing was 15.4%, which is below the 20% target level but up from 14.8% observed in 2023. The increase from 2023 amounts to approximately 11,000 additional Oregonians participating in angling activities in 2024 compared to 2023. We also recorded approximately 4,600 additional non-resident participants in 2024 compared to 2023, although non-resident participation is not included in this measure.

Factors Affecting Results

Many social, economic, and environmental factors affect the level of angling participation. The recreational market in Oregon includes a diverse range of activities that compete for people's time. Additionally, recent inflationary increases have put pressure on household budgets. Related increases in fuel, gear, and other costs may influence participation.

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

* Upward Trend = negative result



Report Year	2021	2022	2023	2024	2025
Wildlife Damage Complaints Addressed Annually					
Actual	3,349	3,150	4,332	3,775	4,111
Target	3,590	3,590	3,590	3,300	3,300

How Are We Doing

The 2025 report year measures wildlife damage complaint data from calendar year 2024. In 2024, there were 4,111 wildlife damage complaints addressed, which lands above the target. Annual complaint numbers have tended to be lower in recent years (average of 3,743 for the past five years) compared to earlier years (average of 4,187 for since 2000). However there has been a slight increase in the last three years (average of 4,073), which is still below the average since 2000. For 2024, the slight uptick in damage complaints may partly be attributed to passage of HB 3464, which redefined the status of beavers from “predatory animals” so landowners now contact ODFW when there is conflict with beavers and these additional contacts are captured in the complaint data. In general, the lower numbers of damage complaints allow one to infer that damage issues are being addressed and cooperative solutions to wildlife damage complaints are being found. While there may be a general downward trend in complaints since 2000, environmental factors can cause the number of species-specific complaints to vary widely from year to year.

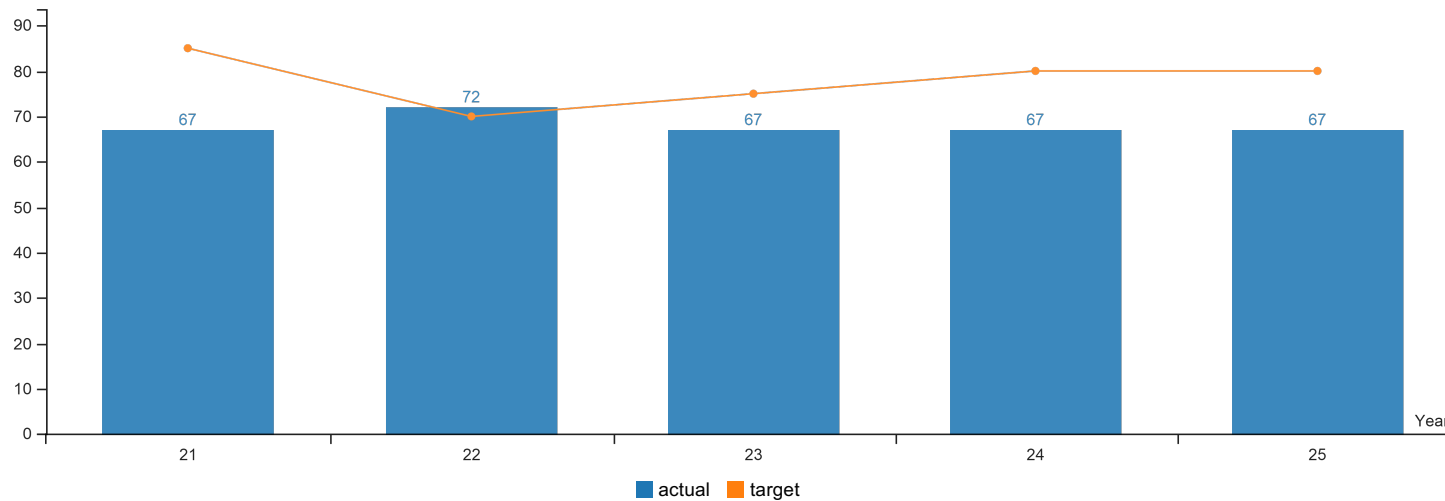
Factors Affecting Results

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	2021	2022	2023	2024	2025
Percent of Fish Species of Concern Being Monitored					
Actual	67%	72%	67%	67%	67%
Target	85%	70%	75%	80%	80%

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 2025 (data is for calendar year 2024), the same as in the calendar years 2022 and 2023. This value is below the annual target of 80%. 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

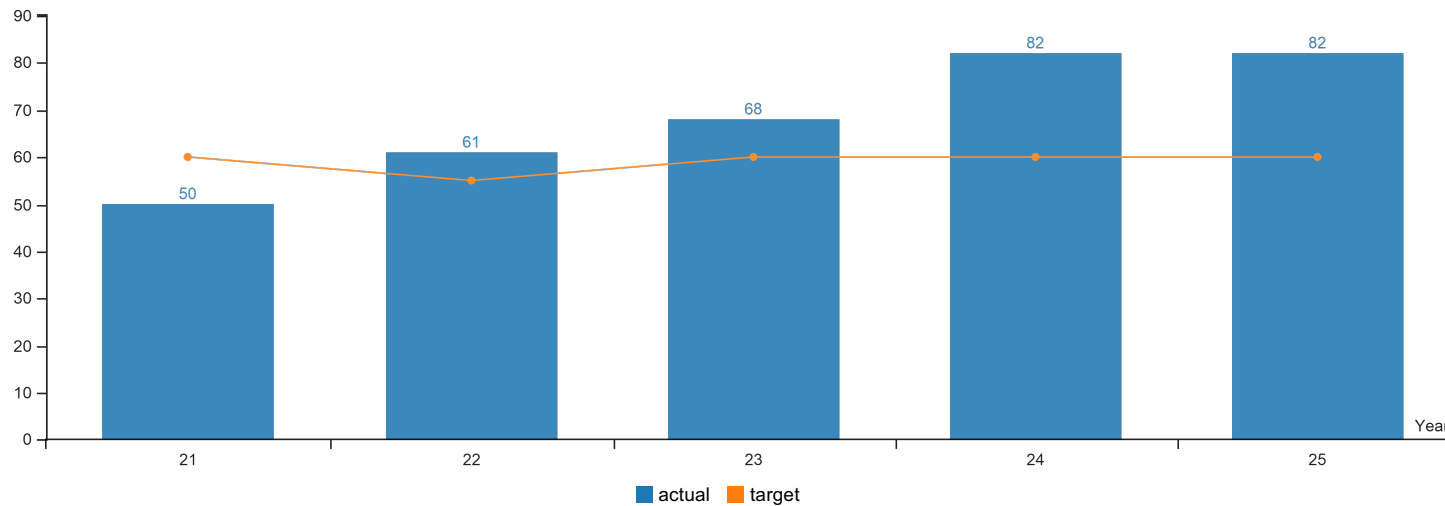
Factors Affecting Results

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

2024 (Alvord chub, Borax Lake chub, Foskett speckled dace, and 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	2021	2022	2023	2024	2025
Percent of Wildlife Species of Concern Being Monitored					
Actual	50%	61%	68%	82%	82%
Target	60%	55%	60%	60%	60%

How Are We Doing

The percentage of wildlife 'species of concern' that were monitored in report-year 2025 (calendar year 2024) was approximately 82%, the same percentage as in the last reporting year. The actual number of species monitored was above the current target level of 60%. 'Species of concern' include those listed as threatened or endangered under the Oregon Endangered Species Act (OESA) and those recognized as 'sensitive' wildlife species in Oregon. Ninety-five wildlife listings are maintained as sensitive by the department and 21 as either threatened or endangered under the OESA. This includes the addition of Killer Whale (Orca) (Southern Resident DPS) to the state listed species by the Fish and Wildlife Commission in 2024.

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, conservation organizations and volunteers (citizen science programs). 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 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/>

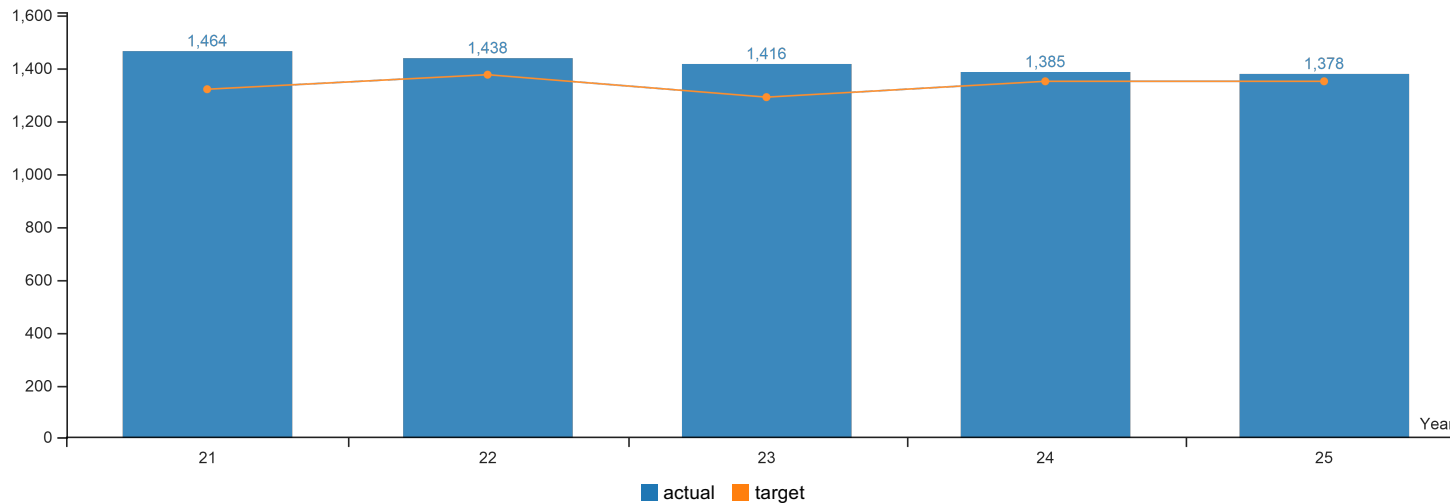
Factors Affecting Results

A significant number of species are monitored by ODFW's partner agencies, universities, consultants, and nongovernmental conservation organizations.

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 regardless of an increase or decrease in the number of species monitored.

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	2021	2022	2023	2024	2025
Number of Unscreened Priority Water Diversions					
Actual	1,464	1,438	1,416	1,385	1,378
Target	1,320	1,375	1,290	1,350	1,350

How Are We Doing

During the 2025 report year (2024 calendar year), ODFW provided financial assistance to install seven new fish screens and upgrade or replace 15 additional fish screens, protecting 33 cubic feet per second (cfs) of water. This does not include cost-shared fish screen or passage projects where ODFW provided technical assistance but no financial assistance. ODFW also inspects and certifies fish screens required to meet state screening criteria but funded outside of Oregon’s cost share or tax credit programs. There were 44 inspection-only projects and 4 tax credits issued in 2024. To prevent the entrainment and loss of fish, ODFW continues to develop cooperative relationships with water users to implement fish screening protection measures at unscreened water diversions.

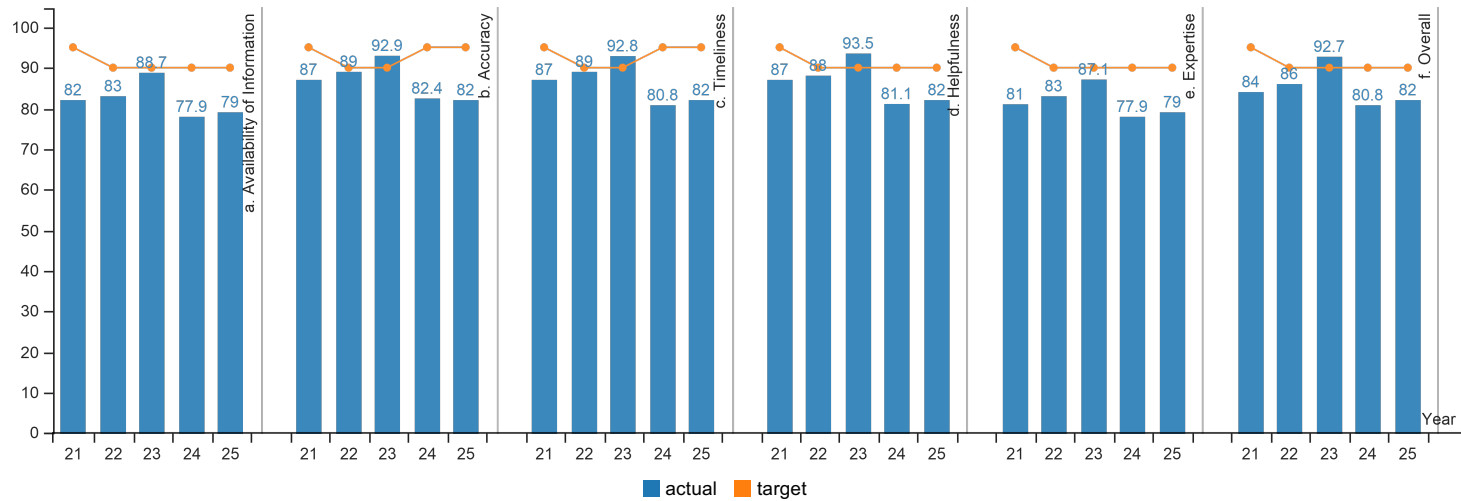
Maintenance of existing fish screens is critical to ensure these projects continue to function for fish protection and water delivery. Additional resources are needed to maintain existing fish screens throughout Oregon as required by statute. The annual number of new fish screening projects continues to diminish due to increased maintenance responsibilities and costs, program staff reductions, flat or diminished budgets, and an increased focus on fish passage projects. ODFW has successfully implemented many valuable fish passage restoration projects that take up staff time and fiscal resources which are not reflected in this key performance measure.

Factors Affecting Results

Relevant factors that influence this key performance measure include the available funds for screen installation and maintenance and the voluntary cooperation of landowners and water rights holders. ODFW’s Fish Screening Program assists water users with maintenance of fish screens installed through the ODFW Cost Share Program (Program) and is responsible for major maintenance of fish screens under 30 cfs. As the number of installed fish screens increases, maintenance responsibilities and associated costs also rise. Increased screen maintenance demands coupled with reduced staffing capacity due to budget reductions to the Fish Screening and Passage Program directly affect ODFW’s ability to successfully achieve this key performance measure. To continue to operate effectively, the program needs additional staff, particularly to conduct archeological and cultural surveys necessary to ensure compliance with state and federal requirements associated with screening

water diversions. Increased complexities and costs associated with new screen installation and maintenance of existing fish screens, permit acquisition, cultural and archeological compliance, reduced Program funds and staffing capacity, decrease the ability of the ODFW Fish Screening Program to maintain existing screening infrastructure needs and install new screens at unscreened water diversions. These factors directly affect ODFW's ability to achieve the goals established by this key performance measure.

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	2021	2022	2023	2024	2025
a. Availability of Information					
Actual	82%	83%	88.70%	77.90%	79%
Target	95%	90%	90%	90%	90%
b. Accuracy					
Actual	87%	89%	92.90%	82.40%	82%
Target	95%	90%	90%	95%	95%
c. Timeliness					
Actual	87%	89%	92.80%	80.80%	82%
Target	95%	90%	90%	95%	95%
d. Helpfulness					
Actual	87%	88%	93.50%	81.10%	82%
Target	95%	90%	90%	90%	90%
e. Expertise					
Actual	81%	83%	87.10%	77.90%	79%
Target	95%	90%	90%	90%	90%
f. Overall					
Actual	84%	86%	92.70%	80.80%	82%
Target	95%	90%	90%	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 2025 (calendar year 2024), a total of 801 customer survey responses were recorded, 82% 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 82%. Expertise was the lowest ranking area, while Helpfulness was the highest-ranking area. When assessing all customers each of the six categories fell short of the targets, which were set at 95% for Accuracy and Timeliness, and at 90% for all other categories.

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 89% and 93%. For this group of customers, 92% ranked the overall quality of services they received while making a purchase in an ODFW office as “good” or “excellent”. This indicates that customers who make purchases directly from an ODFW office tend to be much more satisfied with their experience.

One area where there was a notable increase in customer service rankings was among the ODFW customers who made purchases through the agency’s Electronic Licensing System (ELS). While these customers’ experiences are not currently incorporated into the scores reported in this Key Performance Measure (see the Factors Affecting Results for additional context and information), there was a 10% increase in respondents ranking the overall quality of services as “good” or “excellent”. All other customer service questions for online customers also saw improvements ranging from +6% to +9%.

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

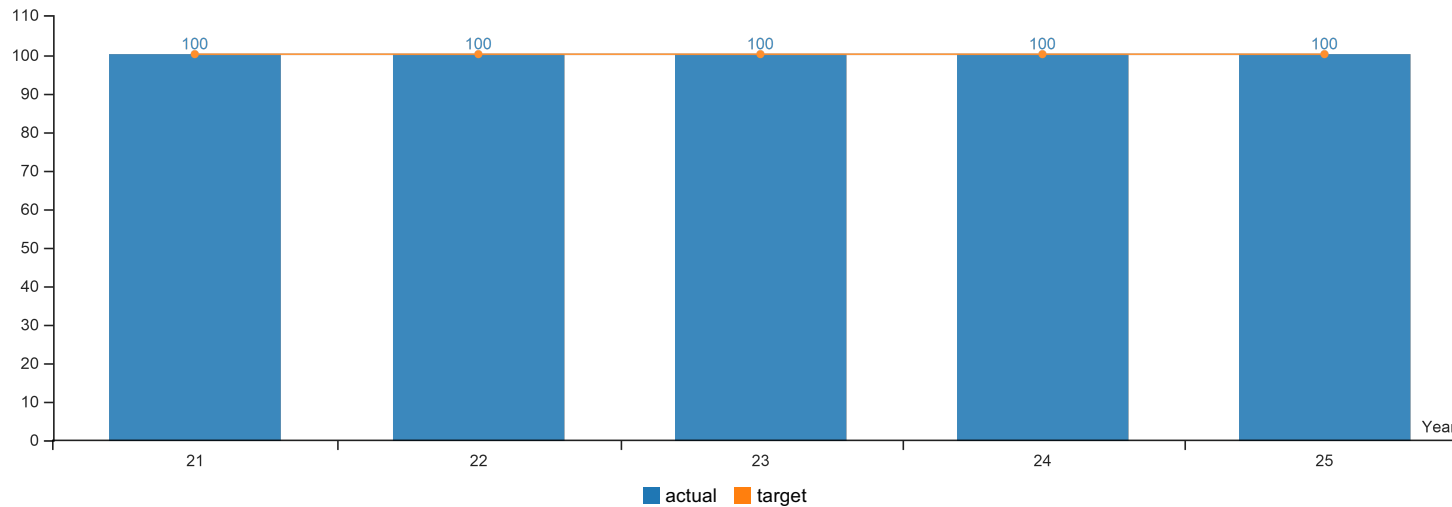
ODFW’s customer service survey is emailed to recreational license holders who purchased a license during the reporting year, opted in to communications, and had a valid email address in the ODFW license database. Typically, this survey goes out four times annually. Results are calculated by aggregating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

Survey implementation methods may have impacted results for 2024. In 2024 due to a delay in establishing a new contract with a third-party, the agency lacked a survey platform tool to conduct the third quarter customer service survey resulting in no data collected for that quarter. Compared to the previous year, ODFW decided not to drastically increase the sample size in Q4, keeping the sample frames at relatively the same size at: 6,409 in Q1, 6,796 in Q2, and 7,049 in Q4. The response rates for each quarter were 20%, 13% and 13% respectively. For 2025, ODFW is not changing our third-party survey platform contractor, and we expect to launch the survey for all four quarters.

It is important to note that the way that customers make purchases has changed significantly in recent years, with the 2020 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 increased to 65% in 2024. While the experience of these online customers is not captured in the Customer Service KPM this information is being collected. In 2019, ODFW started gathering information on the customer service experience of the growing customer group making online purchases through ELS. In 2024, the agency collected and reviewed customer feedback from a total of 2,362 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’ online purchase experience. Results from the online survey show the overall quality of services has increased 10 percentage points since last year. The percent of survey respondents rating this factor as “good” or “excellent” was 75% in 2023. ODFW is constantly implementing customer feedback to improve ELS, recent changes allow anglers to access fishing maps and save favorite fishing locations. These types of changes will allow for an increase in customers’ ability to find answers to questions while using the app.

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	2021	2022	2023	2024	2025
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

Members of the Fish and Wildlife Commission annually complete a self-assessment on 15 practices established by the Legislative Fiscal Office for all statewide commission and boards. There are seven total commission seats, but at the time this survey was implemented there was one vacant seat. The remaining six Commissioners completed the survey on best practice fulfillment. One of the six commissioners had just started their service on the commission. All abstaining responses were treated as a neutral response. Data shown are for calendar year 2024.

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 by the majority of respondents. There were a few comments received. Some respondents noted the difficulty in responding to questions around the director's performance evaluation since the Commission hired a new director in May 2024. Since it had not yet been a year since her hire, the Commission had not yet conducted a performance evaluation. One respondent expressed a desire for more autonomy for travel and budget for individual commissioners to attend various meetings and conferences; one commissioner described insufficient orientation in prior years. Two respondents expressed a need for more communication with individual Commissioners.

Factors Affecting Results

The Commission has historically met its best practices targets in this performance measure. They have also recently developed and adopted a [new governance manual](#) in August 2025 to support the work of individual Commissioners and advance the work of the Commission as a statewide body. This manual was created in response to the Governor's direction and serves as a valuable resource for onboarding new members of the Commission and interpretations for existing Commissioners. It includes language from relevant laws, rules, and policies that apply to the Commission's work and explains how those laws, rules, and policies are put into practice by the Commission. Relevant laws, rules, and policies are referenced so that Commissioners may delve deeper, should they choose. It also points commissioners in the direction of additional resources on which they can rely to do their work. The manual will support the Commission's implementation of best practices consistent with

those envisioned in this statewide key performance measure.