

January 9th, 2023

1:00pm – 4:00pm



Oregon Conservation and Recreation Fund
Advisory Committee Meeting

Virtual Meeting



Agenda Item 1:

Review and Approve Meeting Minutes

(November 29th, 2022 and December 6th 2022)

Draft Motion Templates re: Minutes

I move to approve the November 29th, 2022 meeting minutes with the continued authority to correct spelling, grammar, and punctuation.

I move to approve the November 29th, 2022 meeting minutes with the addition/correction/ deletion of _____ on page ____, line _____, and continued authority to correct spelling, grammar, and punctuation.

Draft Motion Templates re: Minutes

I move to approve the December 6th, 2022 meeting minutes with the continued authority to correct spelling, grammar, and punctuation.

I move to approve the December 6th, 2022 meeting minutes with the addition/correction/ deletion of _____ on page ____, line _____, and continued authority to correct spelling, grammar, and punctuation.

Agenda Item 2:

2021 - 2022 Biennial Report

Mandate for Reporting

Chapter 635 Division 98

OREGON CONSERVATION AND RECREATION FUND

635-098-0060

Advisory Committee Duties and Recommendation Procedures


(c) Shall work jointly with the Department to submit a biennial report to the Legislative Assembly as provided in ORS 293.640 regarding the expenditure of monies deposited in the Oregon Conservation and Recreation Fund and on the status of various activities funded by the monies.

First OCRF report was submitted in December 2020:


Staff recommend using a similar format in the 2021/2022 report of providing a high-level executive summary of the actions of the Board and Fund.

Reporting Sections - Vision / Purpose of the OCRF

2021/2022 Report Updates




Oregon Conservation & Recreation Fund
2020 Annual Report



The Oregon Conservation and Recreation Fund, created in 2019 by House Bill 2829, empowers implementation of the Oregon Conservation Strategy and connects people with outdoor opportunities. Throughout 2020, the Fund invested in projects that:

- Connect youth, families, diverse and underserved communities to the outdoors
- Engage Oregonians in the science and research needed to improve our understanding of Oregon's diverse species
- Restore healthy ecosystems to benefit Oregon's fish and wildlife and improve the health of our environment for future generations

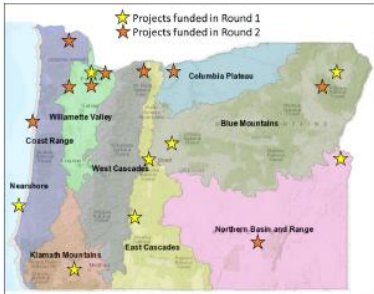


The Oregon Conservation and Recreation Fund program consisted of three primary workflows in the 2019-2021 biennium that are each addressed in the following pages:

1. A campaign to generate \$1 million for the Fund from private sources
2. Making expenditures to implement the purpose of the fund, ensuring all funds are distributed by the end of the 2021-2023 biennium to accommodate the July 1, 2021 sunset date
3. Forming a new Oregon Conservation and Recreation Advisory Committee to advise the Fish and Wildlife Commission on expenditures from the Fund

As of January 31, 2021, the Fund has generated over \$250,000 from more than 15,000 individuals and multiple foundations.

The Advisory Committee, while only able to meet virtually, has already obligated \$221,789 for 17 projects around the state. These projects range from examining the feasibility of restoring sea otters to Oregon's coast to searching for elusive mammals in the Willowa Mountains and engaging urban teens on their first camping trip. The Advisory Committee is managing a list of twenty additional conservation and recreation projects that are being funded as soon as new donations are made. This ensures that every dollar will support conservation and recreation before the program sunsets at the end of the biennium. Donations to the Fund are managed in partnership with the Oregon Wildlife Foundation at OregonIsAlive.org.



The Committee's work in 2020 identified and began to address a tremendous and growing need to invest in Oregon's relationship with our fish, wildlife, and the outdoors. The Committee sought to fill gaps in our current system and is well positioned to fill these gaps in the future.

1

Primary Workflows for 2021/2022:


- Building capacity within the Department for implementing the Fund.
- Refining the process for requesting proposals and reviewing proposals.
- Making expenditures to implement the purpose of the fund and the intended use of the Drought Package Allocations from the State Legislature.
- Continuing to diversity funding and support for the missions of the Oregon Conservation and Recreation Fund.

Short Legislative Recap:


- Removal of the sunset on the OCRF.
- Removal of the Match requirement of state funds to private donations.
- Creation of the OCRF PFA subaccount.

Reporting Sections - Funding Updates


2021/2022 Report Updates



Oregon Conservation & Recreation Fund
2020 Annual Report
Fundraising Campaign



Despite COVID-19, the highly impactful wildfire season, and a pandemic-induced recession, the Conservation and Recreation Fund has successfully raised over a quarter of a million dollars. As soon as the Fund was created, the Department of Fish and Wildlife partnered with the Oregon Wildlife Foundation to begin work on a private fundraising campaign. The Campaign kicked off with an event hosted by a variety of outdoor recreation partners and the First Gentleman in Bend in January 2020.

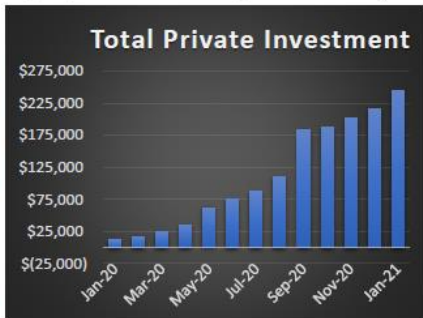


Oregon's Future Belongs To All
Anyone can be a conservationist
FUND THE FUTURE TODAY

The arrival of the coronavirus pandemic and the associated financial downturn in March forced a major refocusing of the Campaign to an online, crowdsourcing effort. In July, a coalition of 64+ supporting organizations was launched in concert with a campaign website, OregonIsAlive.org. As of January 31, 2021, over 15,000 individuals have made contributions to the Fund through this website and as additions to purchases made through the Department of Fish and Wildlife's online sales portal.

On top of the generosity of Oregonians, major contributions have been received from the Oregon Wildlife Foundation, Gray Family Foundation, Oregon Wild, Rocky Mountain Elk Foundation, Starview Foundation, and the Pew Charitable Trust. Many of these donations were made with the explicit expectation that their funds would be matched through the \$1 million special appropriation from the general fund, which was eliminated during the 2020 2nd Special Session to deal with the immediate health and economic crisis.

The coronavirus pandemic has underscored the importance of the natural world to our well-being. The Oregon Conservation and Recreation Fund is a meaningful opportunity for the state to grow its investment in protecting Oregon's outdoors and ensuring that all Oregonians have the opportunity to experience it.



Month	Investment (\$)
Jan-20	~\$10,000
Mar-20	~\$20,000
May-20	~\$40,000
Jul-20	~\$60,000
Sep-20	~\$100,000
Nov-20	~\$175,000
Jan-21	~\$225,000

2

Summary of Private Donations:

ODFW ELS System – total # of donations, total value of donated funds, total # of unique people donating.

Major Donations – total # of projects leveraged, total value of donated funds, total # of organizations/people donating.

Summary of State Investment:

ARPA COVID Investment – total value of funding, number of projects funded, all money allocated.

Drought Investment – total value of funding, value of funds already implemented, planning workshop and spending timelines.

Moving away from strictly fundraising goals and into diversification of funds and spending goals

Reporting Sections - Diverse Expenditures


2021/2022 Report Updates

Brief overview of the two granting pathways


91 projects total (plus anything recommended for funding on Dec 5th)

- Diverse geography – # in east/west, # in each OCS ecoregion
- Diverse representation of program priorities – # of projects identified across the spectrum of conservation and recreation.
- Diverse taxonomically – List of species from the conservation strategy studied (as primary purpose of project) – not exhaustive
- Diverse partners engaged & included in the overall portfolio – List of types of lead organizations and partners included in project – not exhaustive.

Section will include maps, text, histograms, and photos





Oregon Conservation & Recreation Fund
2020 Annual Report





Funded Projects


Given the nature of this limited duration Fund, the Committee decided to grant private dollars directly to partners and organizations that can undertake projects that meet the intent of the Fund this biennium. More details on these projects and all seventeen projects funded to date are described online: www.oregonisalive.org/projects.


 **Exploring Nature in Lents**
Students from the Lents Youth Initiative, a program of ROSE Community Development, will experience increased exposure and awareness of natural areas in and around the Lents neighborhood of Portland and learn about careers in conservation and the environment.


 **Western Pond Turtle Distribution in Yamhill County Using Community Science Volunteers**
Yamhill County has the fewest documented reports of western pond turtles in the Lower Willamette watershed, greatly impeding our conservation of this species. This project seeks to engage community scientists in surveying for the presence of this species.

 **Community Science for Conservation: The Pacific Northwest Bumble Bee Atlas**
The Pacific Northwest Bumble Bee Atlas is a community science project aimed at tracking bumble bees, including multiple species of concern in Oregon. This will improve knowledge of their distributions, habitat associations, and life histories to inform conservation.

 **Crooked River National Grasslands Sustainable Trails Project**
Community engagement will begin for the development of a sustainable trails plan for the Crooked River National Grassland to ensure that the plan will connect locals and visitors to public lands and reduce conflicts while protecting wildlife habitat and natural resources.

 **Feasibility Study: Restoring Sea Otters to the Oregon Coast**
The Elakha Alliance will conduct an Economic Impact Assessment and engage in a public engagement strategy focused on coastal tribal communities and fisheries stakeholders related to the restoration of sea otters to the coast.

 **Gilchrist Underpass Wildlife Directional Fencing**
The Oregon Hunters Association, the Oregon Department of Transportation (ODOT), and partners will install the directional fencing needed to guide animals to the newly constructed Gilchrist Wildlife Underpass on Highway 97 to reduce wildlife-vehicle collisions.

 **Missing Link: A Service Learning Project**
Trout Unlimited and Caldera will engage public school students from central Oregon and urban youth from Portland, with restoration work conducted by the U.S. Forest Service. Each student will have field experiences available to study Link Creek and the Metolius River.

3

Moving away from listing specific projects to providing summary stats reflective of expenditures

Reporting Sections - Diverse Expenditures

2021/2022 Report Updates



Oregon Conservation & Recreation Fund 2020 Annual Report



The Conservation and Recreation Advisory Committee

The Oregon Conservation and Recreation Advisory Committee was created to evaluate projects and advise the Oregon Fish and Wildlife Commission on expenditures from the Fund. The Advisory Committee provides valuable oversight and expertise related to Oregon's ecoregions. In less than one year, the Committee helped raise over \$250,000 and completed two rounds of expenditures. The Committee is supporting seventeen projects and identified an additional twenty projects that will be funded as quickly as dollars become available.

The Commission adopted regulations to create the Advisory Committee in October 2019 and the Governor appointed the members in January 2020. Due to the COVID-19 pandemic, the first meeting of the Committee was held virtually on March 23 and all of the subsequent thirteen meetings in 2020 were virtual.

During the spring, the Committee established Operating Principles and developed an Expenditure Framework for the Conservation and Recreation Fund. The Framework includes a list of Program Priorities with an overarching priority for projects that seek to engage Oregonians in Oregon's outdoors in the solution to a key conservation issue identified in the Oregon Conservation Strategy or in new recreational opportunities.

Two grant-making opportunities were managed by the Committee in 2020. The first resulted in funding eight projects that represented the breadth and diversity within the charge of the Fund. During the second opportunity, the Committee received 65 applications requesting over \$500,000 and had only \$60,000 available to spend. Seven projects were selected for funding and twenty-two more were selected to receive funding as soon as funds become available. The Committee has been able to fund two additional projects every month and expects that this list of pre-approved projects will ensure that every dollar donated to the Fund will reach a partner organization as fast as possible.

Outdoor Equity Subcommittee

Embedded within the mandate for the OCRF is a commitment to reach out and engage underserved Oregonians and communities who have not participated in conservation or outdoor recreation in the past. Recognizing that barriers to participation will not be broken down coincidentally but rather need a focused and pursued endeavor, the Committee formed an Outdoor Equity Subcommittee to intentionally reach out to and connect with people, communities and organizations that are seeking to break down barriers. The Committee also dedicated a portion of Conservation and Recreation Fund revenue to projects and organizations that are explicitly seeking to close these gaps in outdoor equity. This resulted in the selection of seven Outdoor Equity projects in the second round.

Meet the Committee

Dr. Karl Wenner, Chair - Klamath Mountains Ecoregion
Maurício Valadrin, Vice Chair - At-Large
Jane Hartline - Willamette Valley Ecoregion
Maret Pajutee - East and West Cascades Ecoregions
Tim Davis - Northern Basin and Range Ecoregion
Chris Hager - At-Large
Mark Stern - At-Large
Commissioner Mark Labhart, Oregon Fish and Wildlife Commission (ex-officio)
Cailin O'Brien-Feeney - Director, Office of Outdoor Recreation (ex-officio)
Vacant: Nearshore and Coast Range Ecoregion and Columbia Plateau and Blue Mountains Ecoregions

Moving Forward Section:

This would be a section where we can highlight some new benchmarks and types of projects we want to fund.

Examples could include:

- Highlighting our interest in expanding our communications, and brief steps to accomplish it.
- Highlighting our goal for program monitoring and evaluation, and brief steps to accomplish it.
- Priority areas or projects identified by the Advisory Board and the Department (per conversation later in meeting)

Reporting Sections - New Page – Meet the Committee!



Oregon Conservation & Recreation Fund 2020 Annual Report



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Vacant: Nearshore and Coast Range Ecoregion and Columbia Plateau and Blue Mountains Ecoregions

2021/2022 Report Updates

Pull out the committee information from this section and make a new page with short bios and pictures.

On the bottom of this page, we can also include links to our websites for more information.

Report Development Timeline

1st Draft - January 9th, 2023

Formatted content with graphics and pictures

Content and revisions will be discussed at Board Meeting

2nd Draft - January 16th, 2023

Formatted content with graphics and pictures

Content and revisions will be discussed at Board Meeting

Final Draft – January 23rd, 2023

Ready to share at the start of the Legislative Session

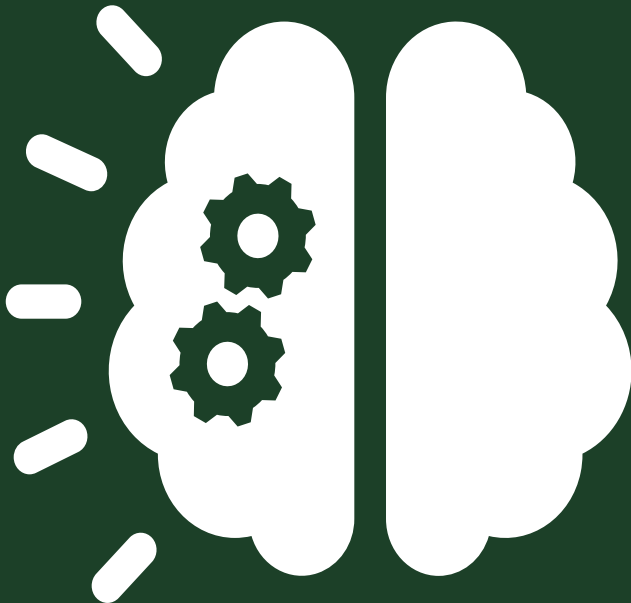
Reflection from the OCRF Board Members

Are you in favor of the proposed executive summary format for the report or should it be expanded?

Are there key graphics, pictures, or other visuals that should be included?

Do we want to highlight the Nature of Oregon event or other work of the Coalition?

What other types of information would you want to see in the report?



Agenda Item 3:

COFFEE BREAK

Please be back in 5min



Agenda Item 5:
Public Comment

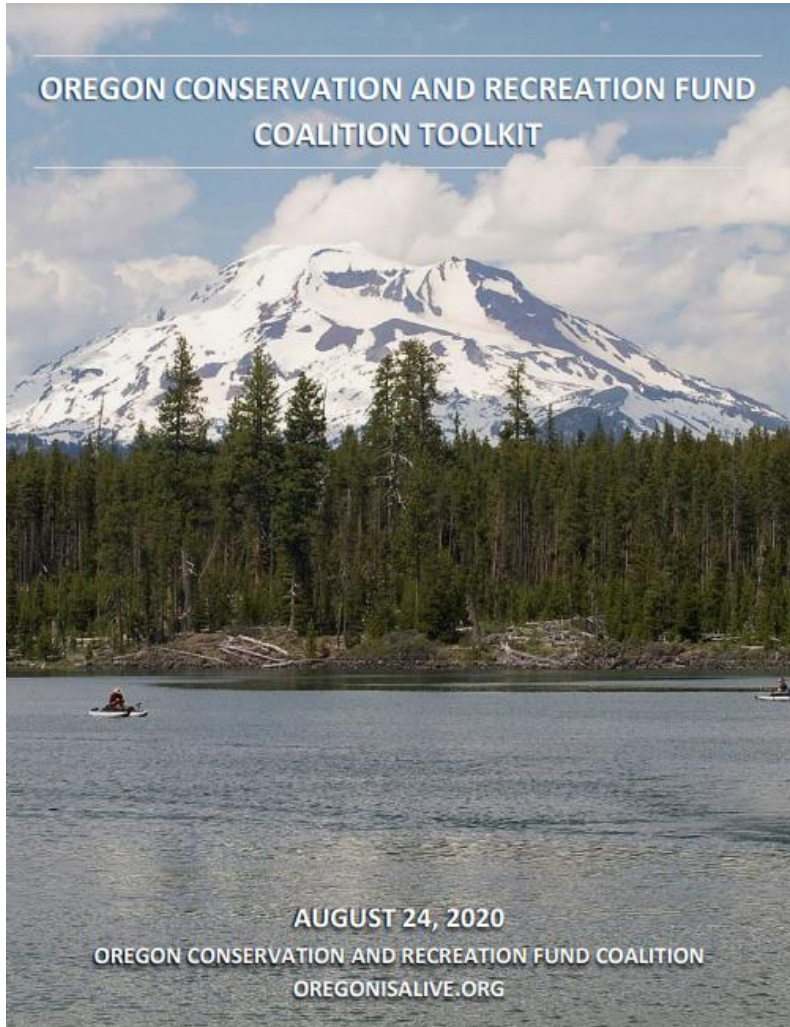
Agenda Item 5:
Future Public Communications

OCRF Mandate

The intent of the OCRF is to increase the Department's capacity to protect and enhance the species and habitats identified in the Oregon Conservation Strategy and create new opportunities for wildlife watching, urban conservation, community science, and other wildlife-associated recreation.



Communications



2020-2021 OCRF Coalition *CALL TO ACTION*

Help demonstrate the ongoing importance of the OCRF – advocate to remove the sunset on the OCRF

Help to support the work of the OCRF and grantees – fundraise to unlock the 1:1 match with state dollars

Help to create a diverse partnership of motivated stakeholders – encourage partners to join the OCRF Coalition

Communications

Fundraising Printed and Digital Ads



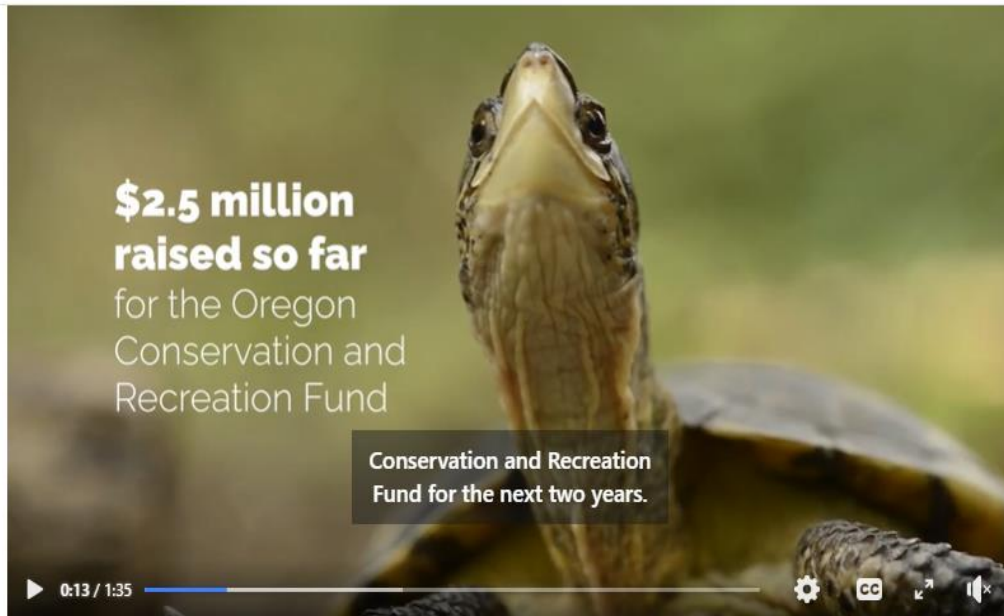
These ads were run in the Oregonian to build public awareness and raise donations.



Approximately \$64,000 was raised and the ad campaign cost about \$15,000.

Communications

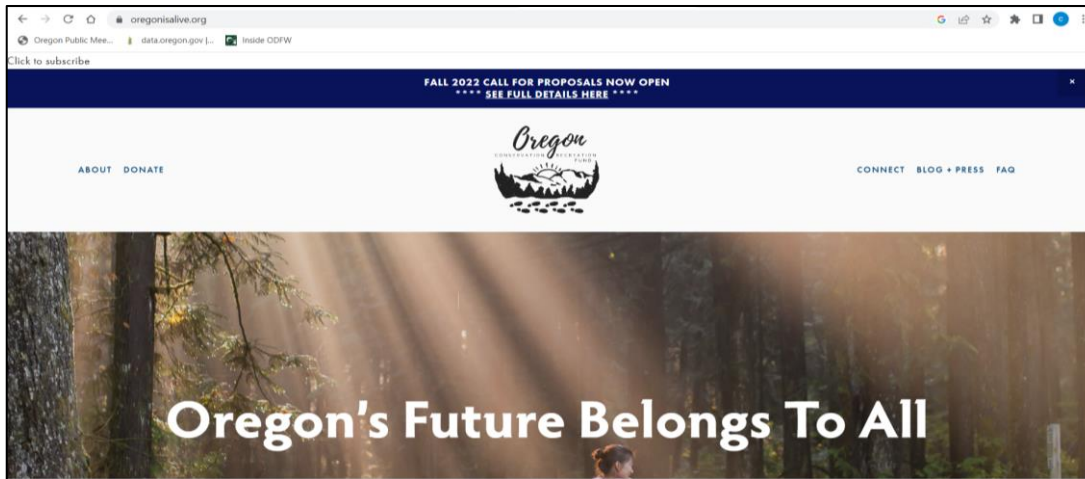
Awareness Videos



Videos were made in collaboration with the Oregon Wildlife Foundation and ODFW highlighting OCRF Committee members and Coalition members communicating about why the OCRF, and its mission, is important to Oregon

Communications

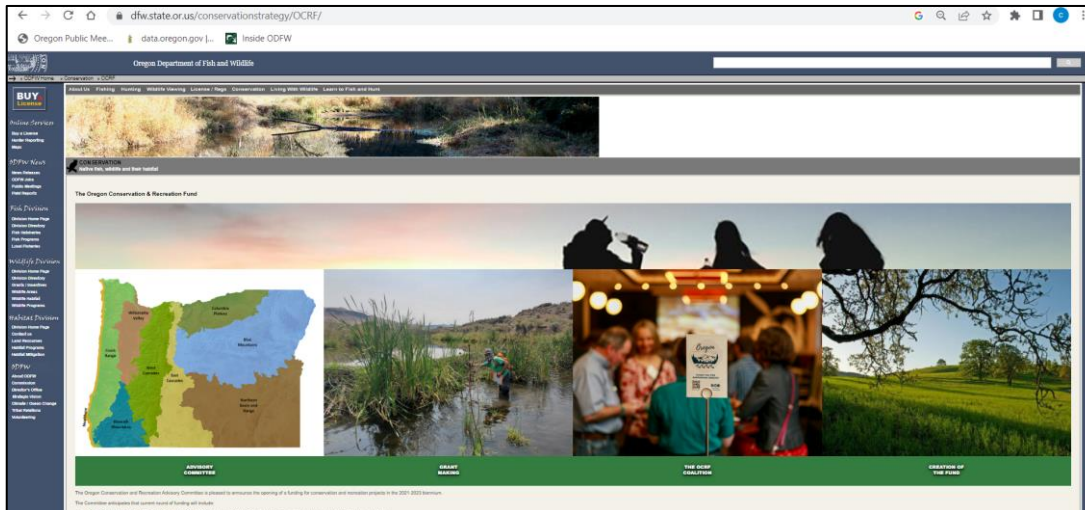
OCRF Websites



Two websites remain operational for the OCRF

OregonIsAlive.org

- Informational site.
- Fundraising features.



ODFW OCRF Page

- Archival site.
- Grant applications.
- Advisory Committee meeting documents and schedules.

Communications

Facebook

The screenshot shows the Facebook profile page for the Oregon Conservation & Recreation Fund. The browser address bar displays 'facebook.com/OregonIsAlive'. The profile header includes the Facebook logo, the page name 'Oregon Conservation & Recreation Fund', and statistics: '853 likes • 884 followers'. A large cover photo shows a woman and a child walking through a sun-dappled forest. Below the cover photo is the organization's profile picture, which features a circular logo with a mountain, sun, and trees, and the text 'Oregon CONSERVATION & RECREATION FUND'. Navigation tabs for 'Posts', 'About', 'Photos', and 'Videos' are visible at the bottom of the profile section.

Oregon Conservation & Recreation Fund
April 6 · 🌐

Oregon's varied landscape is home to hundreds of unique wildlife species. We have animals, plants, and people like nowhere else in the world. The OCRF is becoming a new blueprint for protecting all living things that make this magical place our home. See how we're doing it Oregonisalive.org.

NATURE OF OREGON

👍 Like 💬 Comment

Oregon Conservation & Recreation Fund
April 4 · 🌐

Oregon, our home, is a magical place full of unique wildlife and amazing landscapes to explore. OCRF a diverse coalition of organizations, businesses, and individuals who all share the passion to keep Oregon beautiful and thriving. Celebrate the nature of Oregon by visiting oregonisalive.org and learn more about who we are and how you can join.

NATURE OF OREGON

👍 4 📄 2 Shares

👍 Like 💬 Comment

Oregon Conservation & Recreation Fund
April 6 · 🌐

Oregonians are connected to nature - which benefits all of our health and well-being. OCRF is committed to empowering Oregonians through educational and recreational opportunities. See what you can do with OCRF at oregonisalive.org

NATURE OF OREGON

👍 1 📄 1 Share

👍 Like 💬 Comment

Future Communications

2020-2021 OCRF Coalition *CALL TO ACTION*



Help demonstrate the ongoing importance of the OCRF – advocate to remove the sunset on the OCRF



Help to support the work of the OCRF and grantees – fundraise to unlock the 1:1 match with state dollars



Help to create a diverse partnership of motivated stakeholders – encourage partners to join the OCRF Coalition

**What are our next
communications
goals and calls for
action?**

Future Communications

Fundraising Printed and Digital Ads

2 0 2 3

OREGON
BIG GAME
HUNTING
REGULATIONS

NEW:
Wildlife Inspection
Stations
see page 18

OREGON
Fish & Wildlife

Buy licenses and tag your animal on your smartphone!

north on Ellis Rd to North Powder River Ln; east on North Powder River Ln to I-84 at North Powder; southeast on I-84 to Malheur Line Rd (Durbin Creek) overpass; west on Malheur Line Rd/Huntington Rd to Huntington Junction; west on Willow Creek Rd to Ironside, point of beginning. (Maps: Malheur NF, Wallowa-Whitman NF, Vale BLM, ODF)

Ukiah #49
35% public lands. Beginning at Pendleton; southeast on I-84 to Mt Emily exit; west on Co Rd to Kamela; southwest on FR 2135-400 to FR 2135; southwest on 2135 to FR 21; southwest on 21 to 210040; south on 210040 to FR 5900230; south on 5900230 to State Hwy 244 (FR 59) at Four Corners Forest Camp; west on Hwy 244 (FR 59) approximately 2 mi to Tower Mtn Rd 5226; south and east on Tower Mtn Rd 5226 past Frazer Forest Camp and Tower Mtn to Silver Butte Rd 5225; south on Silver Butte Rd 5225 to Meadow Cr; southwest on Meadow Cr to Big Cr; southwest on Big Cr to N Fork John Day Rvr; northwest on N Fork John Day Rvr to US Hwy 395; north on Hwy 395 to Pendleton, point of beginning. (Maps: Umatilla NF, Wallowa-Whitman NF, Vale BLM, ODF)

Upper Deschutes #34
73% public lands. Beginning at Bend; southwest on US Hwy 97 to Crescent; west on Klamath Co Rd 61 to Crescent Cr; southwest on Crescent Cr to State Hwy 58; northwest on Hwy 58 to Pacific Crest Trail; north on Pacific Crest Trail to US Hwy 242; east on Hwy 242 to Sisters; east on State Hwy 126 to Redmond; southwest on US Hwy 97 to Bend, point of beginning. (Maps: Deschutes NF)

Wagontire #73
85% public lands. Beginning on US Hwy 20, 2-1/2 mi east of Millican; southeast on Hwy 20 to US Hwy 395; southwest on Hwy 395 to State Hwy 31 at Valley Falls; northwest on Hwy 31 to Lk Co Rd 5-14F, 9 mi east of Silver Lk; northeast on Lk Co Rd 5-14F to Lk Co Rd 5-14 at Christmas Valley; east 2 mi on Lk Co Rd 5-14 to junction with Lk Co Rd 5-14C, 2 mi east of Christmas Valley; north and northeast on Lk Co Rd 5-14C to junction with Lk Co Rd 5-14D; continue north on Lk Co Rd 5-14C to intersection of Lk Co Rd 5-12B; west on Lk Co Rd 5-12B to junction of Lk Co Rd 5-12D; north on Lk Co Rd 5-12D past Jones Well and Dickerson Well to Hwy 20, point of beginning. (Maps: Lakeview/Prineville/Vale BLM)

Walla Walla #55
33% public lands. Beginning at Weston; north on State Hwy 11 to Oregon-Washington state line; east on state line to FR 64; southwest on 64 to Tollgate; northwest on State Hwy 204

to Weston, point of beginning. (Only specific hunts include Mill Cr Watershed.) (Maps: Umatilla NF, Vale BLM, ODF)

Warner #74
70% public lands. Beginning at Lakeview; northeast on US Hwy 395 to Fort Bidwell-Warner Valley Rd north of Abert Lk; south on Fort Bidwell-Warner Valley Rd through Flush and Addel to Oregon-California state line; west on state line to Hwy 395; north on Hwy 395 to Lakeview, point of beginning. (Maps: Fremont NF, Lakeview BLM)

Wenaha #56
70% public lands. Beginning at Troy; southwest on Grande Ronde Rvr to Elgin; northwest on State Hwy 204 to Tollgate; northeast on FR 64 to Oregon-Washington state line; east on state line to Grande Ronde Rvr; southwest on Grande Ronde Rvr to Troy, point of beginning. (Maps: Umatilla NF, ODF)

Whitehorse #68
90% public lands. Beginning at Follyfarm; southeast on State Hwy 78 to US Hwy 95; northeast on Hwy 95 to Jordan Valley; east on Jordan Valley-Silver City Rd to Oregon-Idaho state line; south on Oregon-Idaho state line to the Oregon-Nevada state line; west on the Oregon-Nevada state line to Deano; northeast on Co Rd 201 through Fields and Andrews to Follyfarm, point of beginning. (Maps: Burns/Vale BLM)

White Rvr #41
43% public lands. Beginning at The Dalles; east on Columbia Rvr to US Hwy 197; south on Hwy 197 to Deschutes Rvr at Maupin; south on Deschutes Rvr to north boundary of Warm Springs Tribal Reservation boundary; west on northern Warm Springs Tribal Reservation boundary (McQuinn Strip line) to Hwy 216 and Hwy 26; northwest on Hwy 26 to Hwy 35; northeast on Hwy 35 to Hood Rvr; east on Columbia Rvr to The Dalles; point of beginning. (The McQuinn Strip portion of White Rvr Unit and Warm Springs Tribal Reservation was closed to public hunting Sept. 21, 1992 until further notice.) (Maps: Mt Hood NF, Prineville BLM)

THE OREGON CONSERVATION AND RECREATION FUND

WHERE HEALTHY HABITATS ARE IN OUR SIGHTS

Protect Oregon Outdoors' for all with a \$5 Donation
Proceeds support community lead conservation projects throughout our State

Learn more at OregonisAlive.org

Future Communications

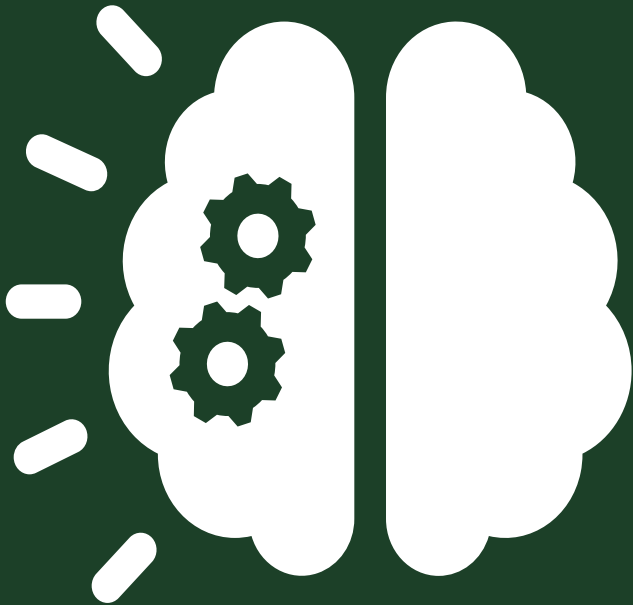


Nature of Oregon Day Proclamation

Coalition driven initiative to have a day designated by Governor in recognition of the State's values on conservation and recreation.

Celebrated with an in-person event on April 7th, 2022, in Portland, Oregon hosted by the Oregon Wildlife Foundation

Reflection from the OCRF Board Members



How have you seen the Communication goals for the OCRF changed over time?

What new or updated Communication Goals do you envision for the OCRF in 2023-2025?

What work products do you imagine would accomplish our new goals and Coalition (or Public) “Calls to Action”?

Agenda Item 6:

OCRIF Winter 2023 Grant RFP

Agenda Item 7:
Meeting Wrap-up