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July 28, 2012

MEMORANDUM

TO: Fish and Wildlife Committee

FROM: Nancy Leonard
Fish, Wildlife and Ecosystem Monitoring and Evaluation Manager

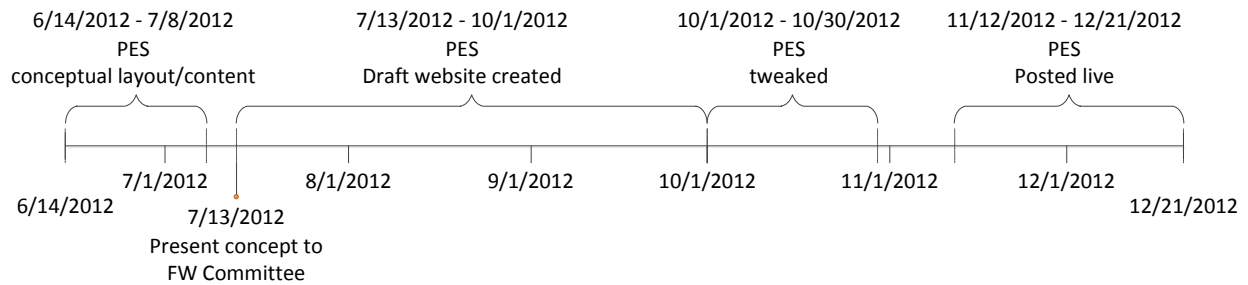
SUBJECT: Webpage for *Program Evaluation Structure - Monitoring, Evaluation, Research and Reporting about Fish, Wildlife, and Habitat*

The ISAB review of the March 2012 draft Monitoring, Evaluation, Research, Reporting, and Data Access Framework (draft 2012 MERR) identified an important weakness in this latest draft, that of attempting to satisfy the needs of many audiences with one document:

There appear to be several intended audiences, including the Council, BPA staff, managers, project sponsors, and the public. Therefore, MERR information needs to be presented at several different levels. For the Council the current version may be too detailed so that a two-page executive summary with some diagrams might be sufficient. To provide guidance on monitoring, evaluation, research, reporting and data access, this version falls short in providing clear guidance on why, what, when, and how the items summarized in the report should occur. Not enough detail is provided for data providers and coordinators to implement the reporting and data access strategies. However, a separate holistic document may not be necessary if the details can be described in supporting documents accessible through live web-links. This approach would be consistent with the species specific monitoring strategies developed in the current MERR approach. The linked components would be the working, evolving documents.

Staff has been exploring how to implement the ISAB's suggestion of separating out the levels of details needed by the different audiences and exploring using a web-based approach to provide the more detailed level of information.

Staff suggests reorganizing existing information in the draft 2012 MERR and related components currently scattered throughout the Council’s website so as to increase accessibility and improve understanding of components and relationship to each other. To this end, staff proposes developing a website by December 2012 that would link all MERR related components titled “Program Evaluation Structure (PES) *Monitoring, Evaluation, Research and Reporting about Fish, Wildlife, and Habitat.*” Staff will share a mock-up of this website during the meeting and discuss the proposed timeline outlined below:

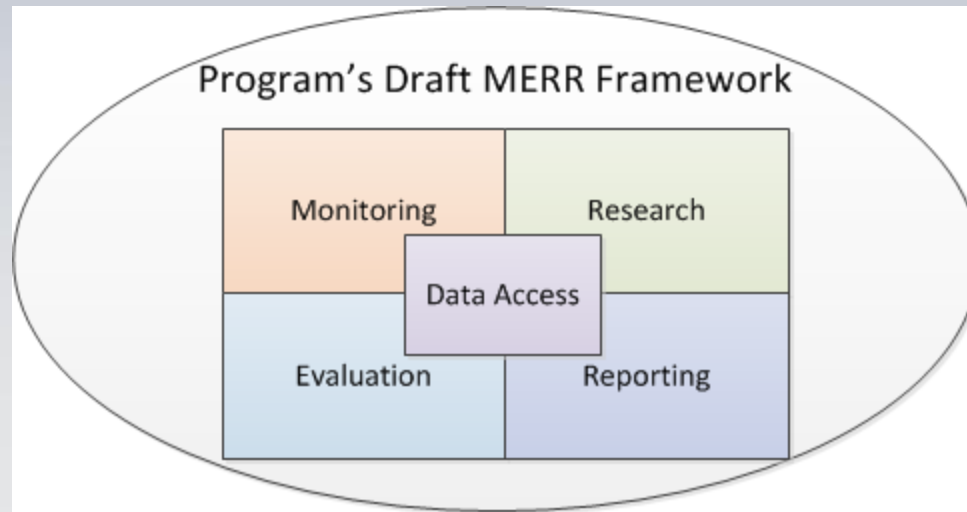


Updates to the content of the draft 2012 MERR document and to its content on the Program Evaluation Structure website will be based on public comments received on September 17, 2012. The revised draft 2012 MERR document content and the proposed PES website would then serve to inform discussions during the 2014 Program amendment process.

Program Evaluation Approach/Structure

Monitoring , Research, Evaluation & Reporting

A Website for Improving Communication of the draft
MERR Framework and its Subcomponents

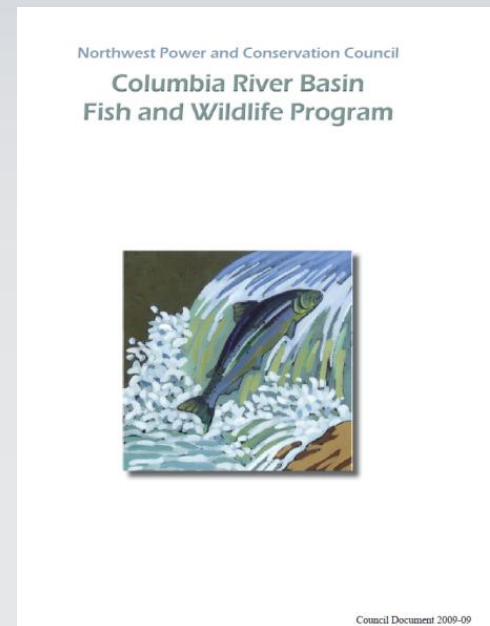


Nancy Leonard

Fish, Wildlife and Ecosystem Monitoring and Evaluation Manager

Background

- 2009 FW Program calls for
 - Expanding the monitoring and evaluation framework
 - A commitment to use the information to make better decisions and report frequently on Program progress



ISAB Comments on Draft MERR Framework



Independent Scientific Advisory Board
for the Northwest Power and Conservation Council,
Columbia River Basin Indian Tribes,
and National Marine Fisheries Service
951 SW 6th Avenue, Suite 1100
Portland, Oregon 97204

Review of Draft 2012 MERR and HLI Reports

Review of two documents for the Columbia River Basin Fish and Wildlife Program:
(1) March 2012 draft Monitoring, Evaluation, Research, Reporting, and Data
Access Framework, and (2) the draft web-based High Level Indicators Report

Richard Alldredge
James Congleton
Kurt Fausch
Colin Levings
Katherine Myers

- Distinct alternative to previous documents
- Overall content is good.
- Conveys message for organized, consistent data collection and monitoring.
- **Multiple Audiences with different needs:**
 - **Several different levels of details needed**
 - **Perhaps provide details through web-links.**
- Reorganization:
 - Current draft would benefit from reorganization, e.g. 2009 Program
- Ambiguities:
 - Several aspects of the draft would benefit from clarification.
 - risk uncertainty matrix, strategies, guiding principles,
 - what is to be done, by who, by when and for which audience

Program Evaluation Approach/Structure Website

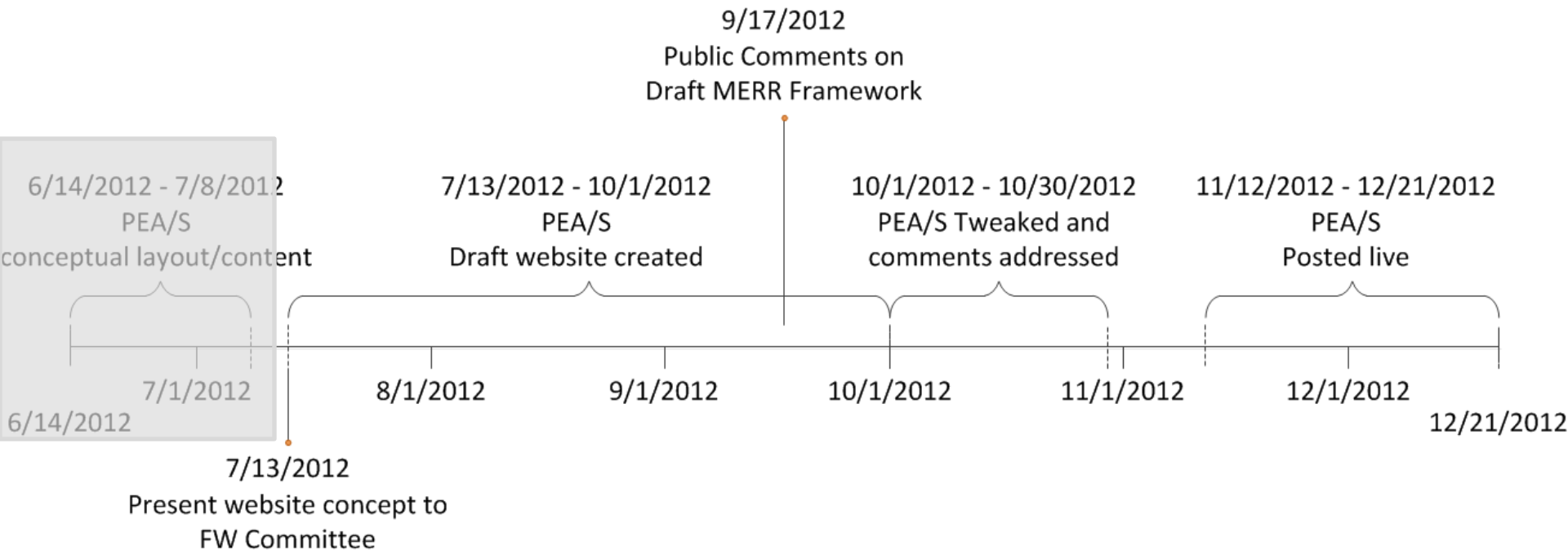
- Multiple levels of details
 - Concise top level
 - More detailed sub-links
- Linking all components and relevant information
 - Draft MERR Framework concepts
 - Draft MERR RME Implementation strategies
 - Council HLIs table and the HLI web report
 - Program biological objectives, focal species
 - Council Research Plan
 - Regional efforts that contribute to MERR concepts
 - Coordinated Assessment for salmon and Steelhead VSP data sharing
 - PNAMP guidance and tools for data sharing
 - Et cetera

Program Evaluation Approach/Structure Website

- Mock Up website
- Alternate

Draft Timeline for Program Evaluation Approach/Structure Website

- Pending FW Committee support to continue developing website:



Draft Timeline of Next Steps

July

- Draft sketch or the web approach and timeline for completion

Aug.

- Update to Committee on public comments on the HLIs component (comment period closes July 13th)
- Update to Committee on Program biological objectives component

Sept.

- Update to Committee on Council's Research Plan component and/or Program Biological Objectives component

Oct.

- **Update to comment on public comments on draft MERR Framework (comment period closes September 17th)**
- **Update on the PES/A website for the draft MERR Framework**

Nov.

- Update to Committee on Council's Research Plan and/or Program Biological Objectives component