



PACIFIC STATES MARINE FISHERIES COMMISSION

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NORTHERN PIKEMINNOW SPORT-REWARD PUBLIC AWARENESS AND OUTREACH PROGRAM RFP Q&A

Our primary question is regarding the budget parameters. We see the media spend at no more than 35K...is this for the entire program or media allocation only?

The \$35K is what we have available for the total outreach and education program.

Where are the "fish exchange" stations for payment located?

The registration stations are located on both shores of the Columbia River from the mouth to Priest Rapids Dam (in Washington) and on the Snake River from the mouth to Hell's Canyon Dam. There are 20 stations in all. <http://www.pikeminnow.org/registration-station-locations>

Where along the Columbia are the best locations for fishing, I'm assuming near dams? Are there more popular fishing sites than others? If so, where are they located?

There are a number of factors that can influence the success an angler will have at any given location. Among these are: time of year, water level, water temperature, fishing mode (shore or boat), angling skill and choice of bait. That said, there are always going to be stations (and the *locations* surrounding those stations) which, at the end of the year, are found to be more successful than others. One measure of success is total fish caught per station. Another measure (possibly more telling of angler success) would be "catch per unit of effort" (CPUE). CPUE indicates the average number of fish caught per unit of effort (each unit of effort being one angler registration). A complete list of 2014 Catch Data can be found at this link: <http://www.pikeminnow.org/catch-data/by-year/2014-catch-data-all-stations> .

Over the years, a visual list of successful catch areas has been compiled which can be found here: <http://www.pikeminnow.org/fishing-maps>

Can you share what has been done in the past to promote PM fishing and what has been the most successful?

In the latter part of the 1990's the program held a series of fishing tournaments which were moderately successful. These would consist of contests such as largest fish (1st, 2nd and 3rd) submitted at each station, etc. The winners would receive a cash bonus. Radio

was also utilized for advertising at that time. Drawings have also been held (most recently in 2008 and 2009).

Newspaper has been the standard format for advertising since the program's inception as well as the printing of an annual tri-fold brochure. In recent years we have taken out ads in local sportsmen's magazines as well. Free "how-to" clinics are held periodically before and throughout the season. Each year the program also has a booth at a number of winter sportsman shows (such as in Puyallup, Spokane, Portland Expo, Tri-Cities & Pendleton). In recent years the program has also expanded into internet advertising.

Currently, how do the number of anglers rank by state, for example, are there more Oregon anglers than WA or ID anglers?

By far the most pikeminnow anglers live in Washington, followed by Oregon and Idaho.

The following is a breakdown of angler state-of-residence for all participants from 2010 through 2014.

Washington:	1,630
Oregon:	995
Idaho:	137

Is there a formal review panel within PSMFC that will evaluate the proposals and award the contract? Can you disclose the members of that panel?

Responses to the Northern Pikeminnow Public Awareness RFP will be reviewed and evaluated by the Program Manager and key individuals within the program who work directly with the public to administer the program. The final selection of the most qualified response will be made after consultation with Northern Pikeminnow program administrator and PSMFC fiscal/contracting officers.