

SALMON LICENSE PLATE

January 25, 2023



SUPPORTING OREGON SALMON



RESTORATION • OUTREACH • RECOVERY

BACKGROUND

The Oregon Watershed Enhancement Board (OWEB) and Oregon Parks and Recreation Department (OPRD) first debuted the salmon plate in 1998. Revenue from the specialty plate protects and restores native salmon habitat. Since the first offering, more than \$8 million of salmon plate funding has been invested in Oregon from the plate registration funds.

In 2015, legislation passed to make sure that proceeds go directly to projects that restore the streams, rivers and estuaries salmon require at every stage in their life cycle. Salmon hatch in freshwater rivers and streams, migrate to the ocean, then return years later to their natal stream to spawn before dying. Restoration projects include removing invasive plants along waterways, planting native trees and shrubs, and placing large logs in rivers to create cool, slow-moving pools to protect eggs and young salmon.

The original salmon plate was one of the earliest custom designs available in Oregon, second only to the Oregon Trail plate that debuted in 1993. In 2021, OWEB and OPRD updated the plate design. The new design is a colorful upgrade, showing spawning salmon in a clear stream. The image was created by Gretchen Kirchner, an amateur artist and former graphic designer for OWEB.



Figure 1 The original or the "classic" salmon plate debuted in January 1998 and retired in July 2021.

Net revenue from plate registration funds have dwindled over the years. OPRD received over \$500,000 in 2013 for that biennium and saw steady decreases since then (see Graph 4 on page 9). In the 2021 appropriation year, the fund saw over a 33% decrease. The push for a redesign and revival of the plate came urgently as the fund faced continual decline in inflation-adjusted dollars for roughly the last decade.

The new salmon license plate went on sale Sept. 1, 2021 to the public. However, a special auction for low number plates from SM 000001 through SM 00020 ran from July 20-July 30, 2021. Proceeds from the auction went to support education, outreach, and on the ground projects that project or restore native salmon habitat.

GOALS

- Stabilize at 10% more registrations after release of new design excitement and buzz settle.
- Achieve ongoing growth matching overall vehicle volume growth over the long term in Oregon.
- Earn back the upfront re-design investment and higher ongoing production costs.
- Yield two benefits:
 - more funding for salmon recovery projects in state parks and statewide
 - greater awareness of the salmon recovery plan

MARKETING & ADVERTISING

With the launch of the updated plate, OPRD and OWEB collaborated on external marketing and advertising efforts through web content, social media, online video advertisements, cable advertisements and partnerships with nonprofit organizations.



Figure 2 Instagram ad promoting the new plate in August 2021.

Initially earned media through press releases and the hype of the low-number auction drove interest in the new plates. It was also supplemented by online campaigns and partner organizations with assets created by a branding and design firm called Delicious and an external website hosted for the first year of the marketing campaign under orsalmonplates.org.

The Delicious contract called for \$15,000 for the original salmon plate campaign including: YouTube Pre-roll commercials from concept to production, domain name registration for orsalmonplates.com, up to six rounds of revisions for the website and hosting, web and social media content and asset development for catch-and-release/fisherman types; recreational enthusiasts; and environmentally conscious individuals.

Social media content alerted people to purchase the old plate before it expired and push people to the orsalmonplates.org webpage where people could find out more information about purchasing a new plate.



Figure 3 Twitter post promoting new plate auction in July 2021.

Video Ads

From December 2021 through February 2022, OPRD hired [Univox Media](#) to run programmatic advertisements to continue to promote the plate into the new year. With a net budget of \$9,000 the project aimed for 540,750 impressions of video ads across Connected TV and traditional pre-roll to a specific target audience.

Connected TV tactics served ads on Smart TVs via WiFi & connected devices such as Amazon Fire TV, Apple TV, Roku systems, etc. The campaign delivered via PMP (Private Marketplace Deals) in 100% brand safe environments via more than 200 suppliers from current tech stack. Common household names such as PlutoTV, Sling TV, Direct TV Now, and other lesser known brands Newsy, Tubi, etc. The preroll tactics served across phone, tablet and computer.

Connected TV

- Ads that play via the internet, not on traditional cable or broadcast TV shows. These are served ONLY on internet-connected TVs.

Pre-roll Ads

- Ads that play before the content the end-user has selected to watch.

Target Audience

- Adults ages 25+
- In-market for a new vehicle
- Interested in fishing
- Interested in watersports
- Interested in rivers & streams
- Interested in nature/wildlife preservation



The final recap after February 28, 2022 highlighted the following:

- Exceeded the goal of 540,750 impressions by delivering more than **757,700 ads** to the target audiences.

Flight	Impressions	CPM	Clicks	CTR	
Feb. Preroll Retargeting	2,398		8.34	25	1.043%
Feb. Preroll	158,054		5.93	413	.261%
Feb. CTV	34,612		30.37	14	na
Jan. Preroll Retargeting	4,013		7.36	36	.897%
Jan. Preroll	246,407		4.14	688	.279%
Jan. CTV	35,259		29.78	8	na
Dec. Preroll Retargeting	591		8.46	7	1.184%
Dec. Preroll	243,727		4.29	689	.283%
Dec. CTV	32,729		32.10	11	na
Rollup	757,790		8.19	1,891	.284%

- Bought media at an efficient eCPM (effective cost per mille) of \$8.18 per thousand ads served.
- The Connected TV Living Room flights ran at a 1.84x average frequency and impacted 55,500+ unique households in the state of Oregon
- The Connected TV Video Completion Rate finished at an average of 97.8%, meaning that 100,300+ video ads were watched to completion
- Video advertisements created by Delicious were reformatted to two 30-second shorts: Environment and Fishing.
 - Creative performance numbers showed that there were slightly more clicks and higher click-thru-rate (CTR) on the “Fishing” :30 ad creative.
- As a result of the Preroll flight, we received total 1854 clicks back to the website.
- Device platforms where impressions were aired included: Roku; Tizen; Amazon Fire; Android; Apple TV; Xbox; PlayStation; Chromecast; iOS and others
- Device types were 97% on Connected TV and the rest on Game Consoles.
- Daily impressions averaged about 4,800
- Overall, the campaign numbers exceeded initial goals.

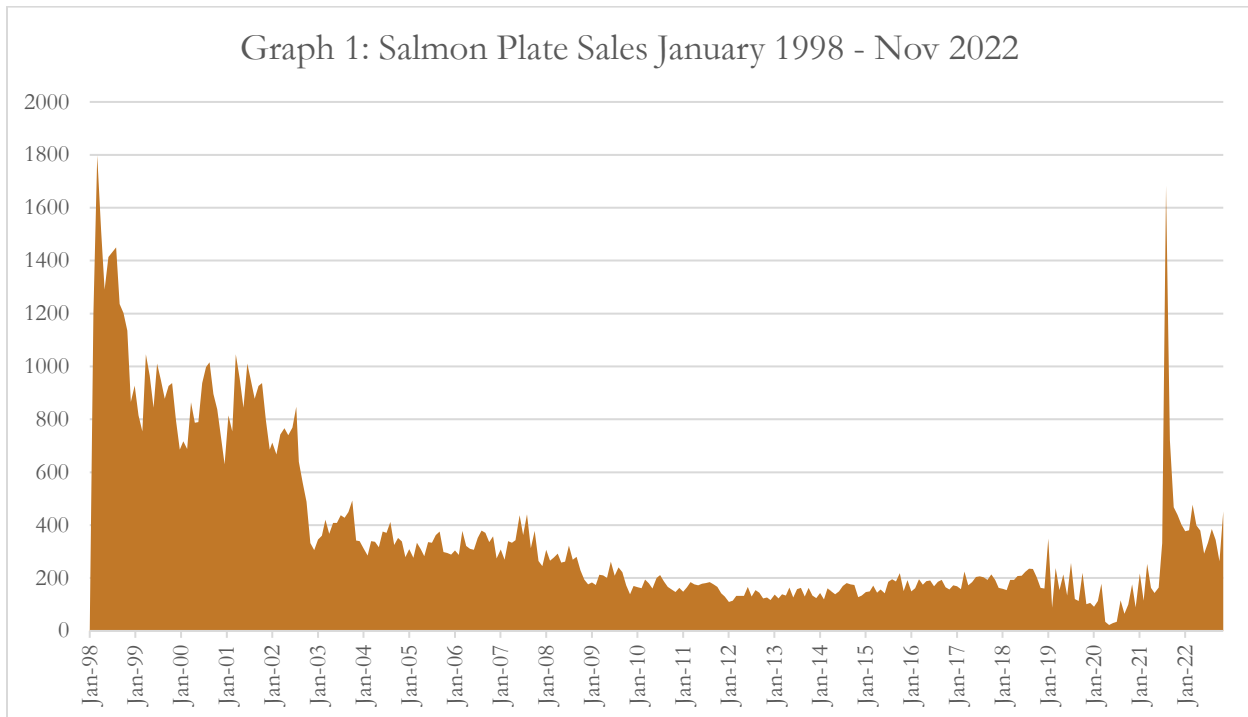
Ad Type	Total Impressions	Average CPM	Total Clicks	Total CTR
Preroll Retargeting	7,002	\$ 8.05	68	0.971%
Preroll	648,173	\$ 4.79	1,786	0.276%
CTV	102,600	\$ 30.75	33	0.032%
Rollup	757,775	\$ 8.41	1,887	0.249%



Figure 4 Oregon Parks Salmon License Plate "Fishing" Commercial Still from YouTube

DMV Sales Records

Classic salmon plate sales from 1998 started off strong with more than 1,000 plate sales per month in its first year. The sales stayed steady hovering consistently over 800 plate sales until late 2001 with a few exceptions. In 2002, the original Crater Lake plate option debuted and competed with the existing Oregon Trail and Salmon Plate options. Sales declined but stayed between 300 – 500 plate sales per month until mid-2008.



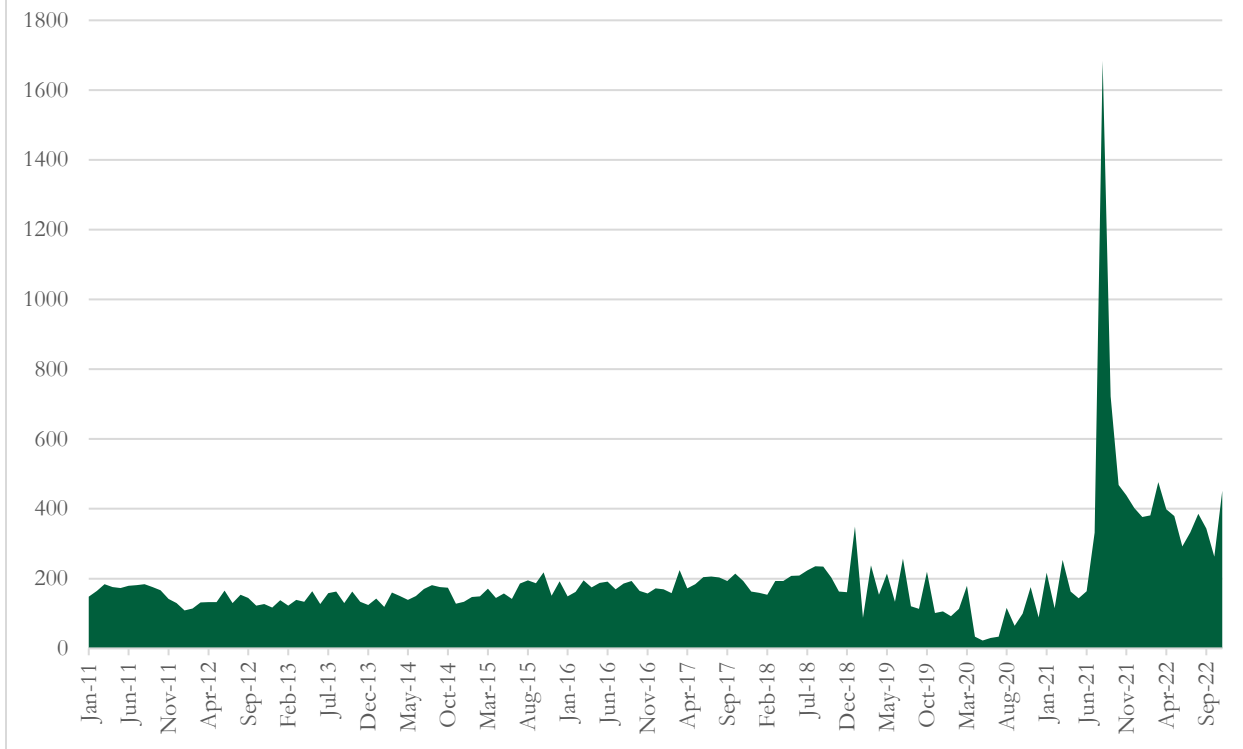
For the next ten years, the classic salmon plate struggled to compete as more custom plate options became available to Oregonians. Sales dipped below 200 sales consistently and OWEB and OPRD began discussions to renew the plate design to inspire more sales.

By 2019, Oregonians faced a plethora of options including a highly competitive Smokey Bear plate and the popular “Coastal Playground” gray whale plate. As of the end of 2022, 19 different plate options are available to the public including the renewed Salmon Plate design. Although the new design was ready for its reveal in 2020, reduced car sales from COVID-19 impacts delayed the campaign. The salmon plate saw its lowest registration numbers between April – July 2020, where sales did not exceed 34.

The sales started to recover with the rebound of car sales after initial pandemic restrictions and resumed a steady registration rate between 100-200 per month until July 2021 when the retirement announcement of the classic salmon plate made rounds.

Low numbers for the first 20 plates were held for a special auction that raised over \$15,000 in charitable gifts to support conservation organizations that protect watershed health.

Graph 2: Salmon Plate Sales January 2011 through Nov 2022



OADA Newsletter | Summer 2021

Coming Soon... DMV New Salmon License Plates

DMV WILL START ISSUING THE REDESIGNED SALMON LICENSE PLATE ON SEPTEMBER 1, 2021.

DMV implemented a Salmon license plate in January 1998. The Oregon Watershed Enhancement Board (OWEB) and Oregon Parks and Recreation Department (OPRD) are the recipients of the surcharge monies collected and they have requested the Salmon license plate be redesigned.

DMV will start issuing the redesigned Salmon license plate on September 1, 2021. DMV will cease issuance of the current Salmon license plate on August 31, 2021. The new Salmon license plate configuration will be SM_ _ _ _ _.

For regular issue, custom and Amateur Radio Operator (HAM) plates, the design a customer will get is dependent on when DMV issues the inventory not when the dealer completes the sale. Any transaction entered in DMV's system by August 31, 2021, will receive the old Salmon design. Any transaction entered in DMV's system on or after September 1, 2021, will receive the new Salmon design.

For electronic vehicle registration (EVR) dealers, the design issued is dependent on when Vinu issues the plates. Any plates issued by Vinu through August 31, 2021, will be the old design. Any plates issued by

Vinu on or after September 1, 2021, will be the new design.

License plates on the old design may still be renewed and transferred. On and after September 1, 2021, any plate replacement will be on the redesigned Salmon plate.

There are no changes to the surcharge collected. A surcharge of \$30 is required at application for issuance of the Salmon plates and \$30 upon each registration renewal. The Salmon license plate surcharge is \$60 if the customer is receiving a four-year registration. If a customer purchases Salmon plates and later decides they do not want them, the plate transaction is not eligible for a refund.

Salmon license plates are available at DMV field offices, through the mail from DMV headquarters and through participating EVR dealerships.

To order a plate set: In the "Remarks" section at the top of the Application for Title and Registration, Form 226, or the Application for Registration, Renewal, Replacement or Transfer of Plates and/or Stickers, Form 268, write "Salmon". Collect the plate fee, the applicable replacement fee (\$5 or \$10) and the \$30 or \$60 surcharge in addition to any other required fees.

DMV related questions may be directed to: 503-845-5000 or 503-295-9999 (Portland Metro Area), or visit the DMV website at <http://www.oregondmv.com>.

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Figure 5 Oregon Auto Dealers Association's 2021 Summer Newsletter helped promote the new plate

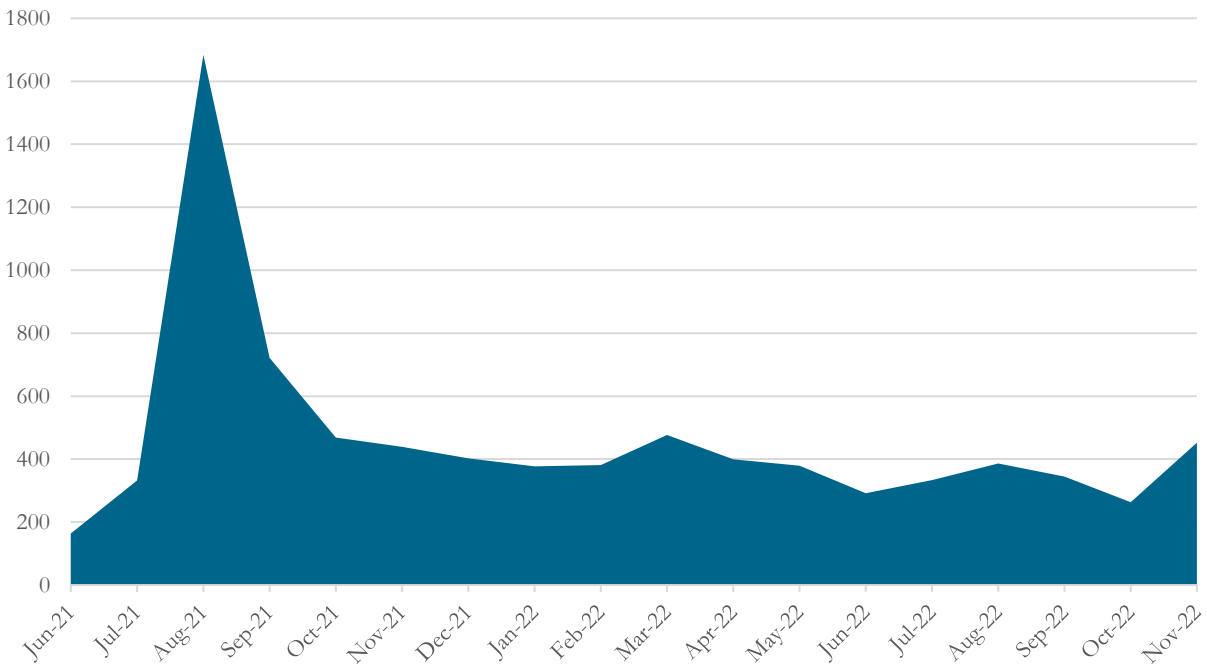
With the announcement of the old plate retiring and the new design debut, the salmon plate registration numbers jumped up in August to 1684 and 722 sales in September. After the initial excitement, the numbers plateaued between 300-450 for several months. These numbers have held steady throughout 2022.

Appendix E shows the plate sales monthly average and percentage change over the years. In 2020, the average monthly sales were 88 plates. In 2021, the average monthly sales were 425, a 386% increase. In 2022, the average monthly sales dropped to 371, still a 324% increase over 2020. The expectation is that once the novelty and buzz of the redesign wears out, we will still maintain higher average monthly sales than we did prior to the redesign. The goal for a consistent 10% increase seems well within reach for the future.

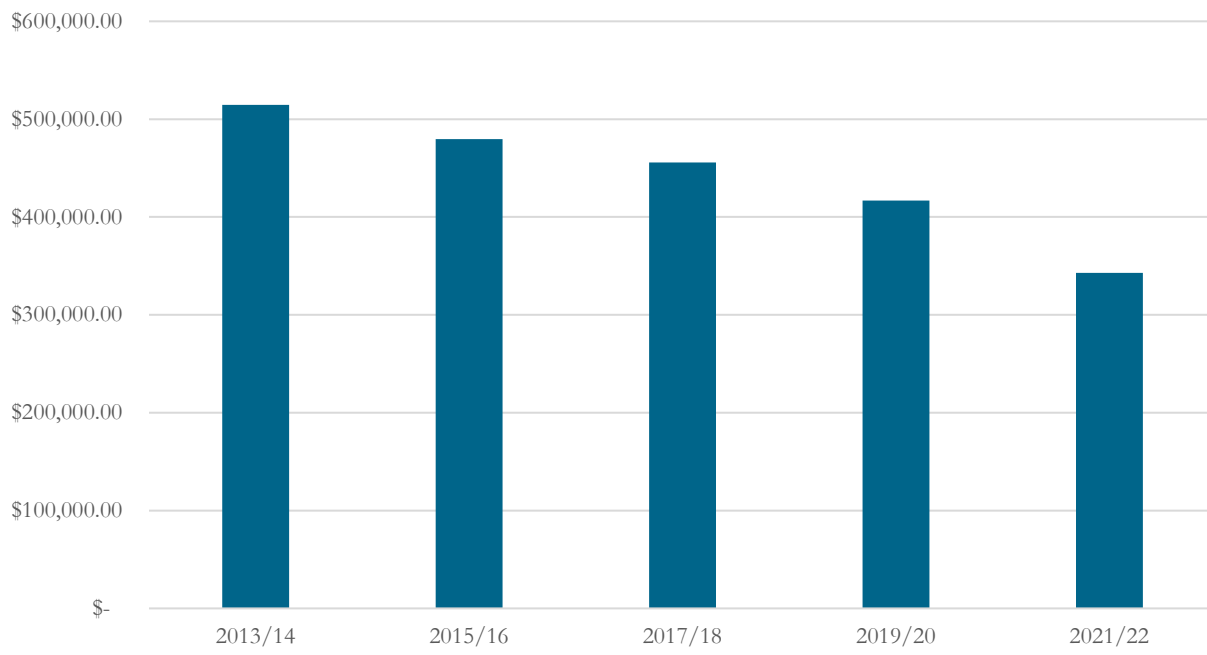
The digital campaign ran from December 2021 – February 2022 with impressive engagement numbers but the correlation of the registration numbers does not imply causation of the sales numbers. The combination of internal

and external marketing efforts from the auction, participating nonprofits, social media, the Oregon Auto Dealers Association, along with an appealing new design has reinvigorated the registration of the salmon plates and made it a competitive option among Oregon drivers.

Graph 3: Salmon Plate Sales June 2021 through Nov 2022



Graph 4: Salmon Plate Revenue Appropriated to OPRD



OPRD Team

This project was a cooperative effort by both the Oregon Watershed Enhancement Board and Oregon Parks and Recreation Department with the support of the Oregon Department of Motor Vehicles.

OPRD's efforts were led by Chris Havel, Deputy Director of Government Relations; Diane Navarrete, Public Affairs Specialist; Beth Wilson, Public Affairs Specialist; Noel Bacheller, Natural Resource Specialist; Jo Niehaus, Government Relations; Cathy Blackwell, Budget Analyst; and Sarah Heinsohn, Digital Media Coordinator.

Appendices

Appendix A: Artist Bio: Gretchen Kirchner

Appendix B: 2020 Salmon Plate Redesign

Appendix C: Pivot Table 1: Sale of Salmon Plates from Jan 1998 - November 2022

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Appendix E: Pivot Table 3: Salmon Plate Sales Average and Percentage Change

Appendix A

Artist Bio: Gretchen Kirchner

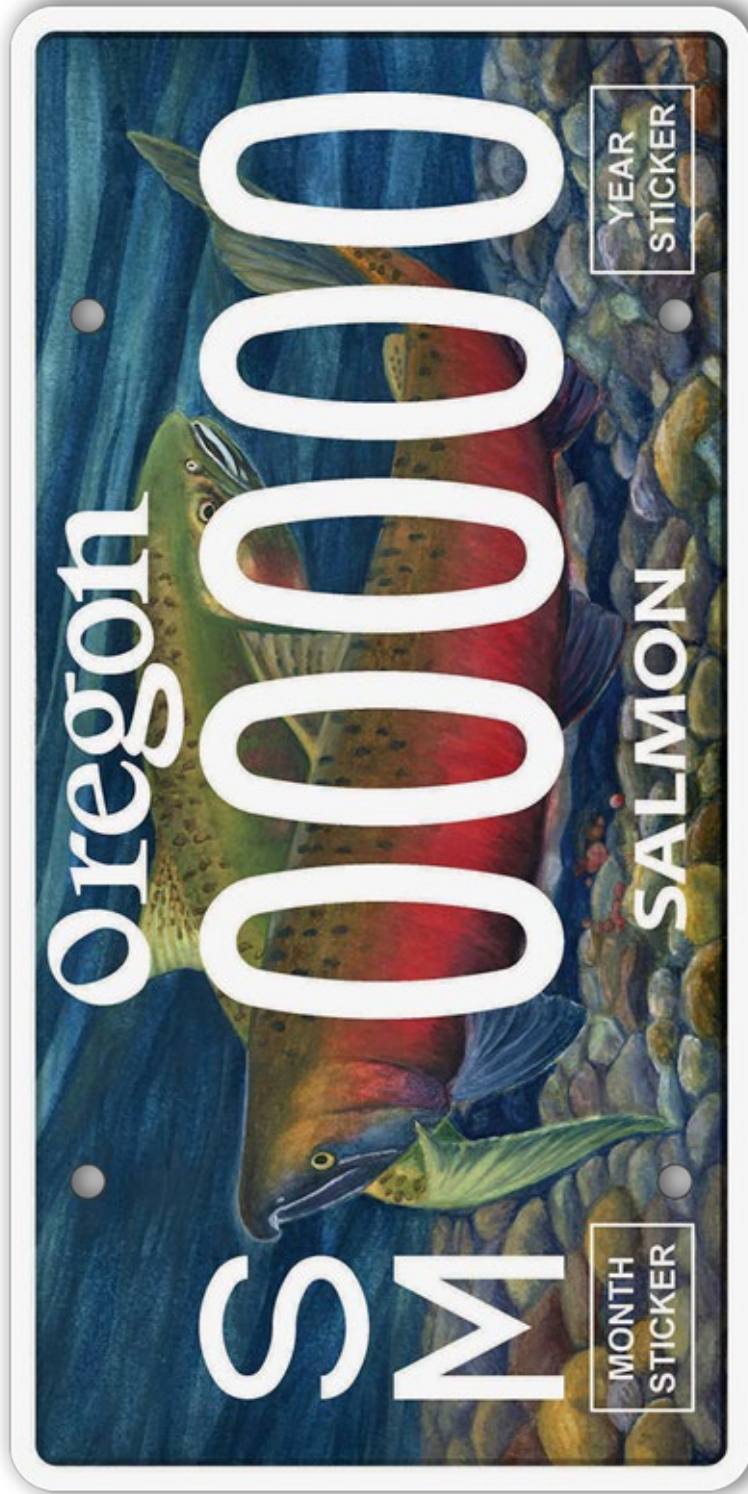
The 2020 salmon plate redesign was created by Gretchen Kirchner, an amateur artist and former graphic designer for Oregon Watershed Enhancement Board.

Kirchner used watercolor pencil for the original artwork and Adobe Photoshop and Illustrator to idealize it for plate usage. Her challenge was to create a realistic portrayal of salmon native to Oregon while also meeting the design requirements for a license plate. She examined many photographs and consulted with OWEB’s biologist to perfect each detail, from the colors to the adipose fin.

While currently residing in Idaho, Gretchen lived in Oregon for 16 years and found artistic inspiration from her explorations of Oregon’s beaches, forests, mountains, and valleys, as well as from other artists. Growing up, she loved creating art, and went on to earn a bachelor’s degree in studio art from the University of California at Riverside. She enjoys working with different media — watercolor, gouache, acrylic, and casein.

“I love knowing that each time the new plate is purchased, funds will be directed toward salmon recovery,” Kirchner said. “Salmon are a vital natural resource for so many people, and a vital component of a healthy watershed.”

Appendix B
2020 Salmon License Plate Redesign



Appendix C

Pivot Table 1: Sale of Salmon Plates from Jan 1998 – November 2022

Row Labels	Sum of Salmon Passenger (Pass)	Sum of Salmon Motor Home (MH)	Sum of Salmon Travel Trailer (TT)	Sum of Salmon Total
January-98	0	0	0	0
February-98	1152	34	11	1197
March-98	1702	42	54	1798
April-98	1416	47	53	1516
May-98	1192	62	36	1290
June-98	1316	59	39	1414
July-98	1322	77	51	1450
August-98	1141	69	26	1236
September-98	1124	48	30	1202
October-98	1015	91	30	1136
November-98	776	67	23	866
December-98	845	64	18	927
January-99	744	42	29	815
February-99	680	63	12	755
March-99	952	59	35	1046
April-99	862	73	30	965
May-99	717	78	49	844
June-99	856	103	52	1011
July-99	801	100	47	948
August-99	772	71	35	878
September-99	794	83	49	926
October-99	835	70	32	937
November-99	702	70	25	797
December-99	603	59	23	685
January-00	653	42	22	717
February-00	601	46	41	688
March-00	744	80	40	864
April-00	672	73	42	787
May-00	665	79	46	790
June-00	800	82	55	937
July-00	859	86	53	998
August-00	901	70	45	1016
September-00	781	73	42	896
October-00	733	72	33	838
November-00	646	60	24	730
December-00	575	38	17	630

January-01	744	42	29	815
February-01	680	63	12	755
March-01	952	59	35	1046
April-01	852	73	30	955
May-01	717	78	49	844
June-01	856	103	52	1011
July-01	801	100	47	948
August-01	772	71	35	878
September-01	794	83	49	926
October-01	835	70	32	937
November-01	702	70	25	797
December-01	603	59	23	685
January-02	670	26	16	712
February-02	609	34	24	667
March-02	666	43	33	742
April-02	662	57	48	767
May-02	663	55	22	740
June-02	679	55	35	769
July-02	746	65	37	848
August-02	558	45	36	639
September-02	524	20	17	561
October-02	466	14	8	488
November-02	316	13	3	332
December-02	297	6	3	306
January-03	330	8	7	345
February-03	344	11	5	360
March-03	388	17	16	421
April-03	341	13	13	367
May-03	384	11	14	409
June-03	372	20	16	408
July-03	409	16	12	437
August-03	402	14	12	428
September-03	436	12	2	450
October-03	472	7	14	493
November-03	328	10	4	342
December-03	328	10	2	340
January-04	311	0	0	311
February-04	285	0	0	285
March-04	339	0	0	339
April-04	337	0	0	337
May-04	317			317
June-04	376			376
July-04	371			371

August-04	412			412
September-04	325			325
October-04	352			352
November-04	338			338
December-04	279			279
January-05	309			309
February-05	277			277
March-05	334			334
April-05	309			309
May-05	282			282
June-05	336			336
July-05	334			334
August-05	362			362
September-05	376			376
October-05	298			298
November-05	295			295
December-05	289			289
January-06	304			304
February-06	287			287
March-06	378			378
April-06	321			321
May-06	310			310
June-06	307			307
July-06	351			351
August-06	379			379
September-06	371			371
October-06	336			336
November-06	357			357
December-06	274			274
January-07	308			308
February-07	269			269
March-07	340			340
April-07	334			334
May-07	343			343
June-07	437			437
July-07	362			362
August-07	441			441
September-07	313			313
October-07	378			378
November-07	265			265
December-07	245			245
January-08	307			307
February-08	266			266

March-08	278			278
April-08	292			292
May-08	258			258
June-08	262			262
July-08	322			322
August-08	269			269
September-08	280			280
October-08	229			229
November-08	194			194
December-08	176			176
January-09	183			183
February-09	174			174
March-09	213			213
April-09	210			210
May-09	200			200
June-09	262			262
July-09	209			209
August-09	240			240
September-09	222			222
October-09	173			173
November-09	139			139
December-09	170			170
January-10	165			165
February-10	162			162
March-10	194			194
April-10	180			180
May-10	161			161
June-10	200			200
July-10	211			211
August-10	187			187
September-10	167			167
October-10	157			157
November-10	147			147
December-10	163			163
January-11	148			148
February-11	165			165
March-11	184			184
April-11	176			176
May-11	173			173
June-11	179			179
July-11	181			181
August-11	184			184
September-11	176			176

October-11	167			167
November-11	142			142
December-11	130			130
January-12	109			109
February-12	114			114
March-12	132			132
April-12	133			133
May-12	133			133
June-12	166			166
July-12	130			130
August-12	154			154
September-12	145			145
October-12	123			123
November-12	127			127
December-12	117			117
January-13	138			138
February-13	123			123
March-13	139			139
April-13	134			134
May-13	164			164
June-13	127			127
July-13	158			158
August-13	163			163
September-13	130			130
October-13	163			163
November-13	134			134
December-13	124			124
January-14	143			143
February-14	119			119
March-14	160			160
April-14	150			150
May-14	139			139
June-14	150			150
July-14	170			170
August-14	181			181
September-14	176			176
October-14	174			174
November-14	128			128
December-14	134			134
January-15	147			147
February-15	149			149
March-15	171			171
April-15	145			145

May-15	157			157
June-15	142			142
July-15	186			186
August-15	195			195
September-15	187			187
October-15	218			218
November-15	151			151
December-15	192			192
January-16	149			149
February-16	162			162
March-16	195			195
April-16	175			175
May-16	188			188
June-16	191			191
July-16	169			169
August-16	186			186
September-16	193			193
October-16	165			165
November-16	157			157
December-16	172			172
January-17	169			169
February-17	158			158
March-17	224			224
April-17	172			172
May-17	184			184
June-17	204			204
July-17	206			206
August-17	203			203
September-17	193			193
October-17	214			214
November-17	193			193
December-17	163			163
January-18	159			159
February-18	154			154
March-18	193			193
April-18	193			193
May-18	208			208
June-18	209			209
July-18	223			223
August-18	235			235
September-18	234			234
October-18	203			203
November-18	163			163

December-18	161			161
January-19	349			349
February-19	88			88
March-19	238			238
April-19	154			154
May-19	214			214
June-19	134			134
July-19	257			257
August-19	121			121
September-19	113			113
October-19	220			220
November-19	101			101
December-19	106			106
January-20	92			92
February-20	113			113
March-20	179			179
April-20	34			34
May-20	23			23
June-20	30			30
July-20	34			34
August-20	116			116
September-20	65			65
October-20	100			100
November-20	176			176
December-20	89			89
January-21	217			217
February-21	115			115
March-21	254			254
April-21	163			163
May-21	144			144
June-21	164			164
July-21	332			332
August-21	1684			1684
September-21	722			722
October-21	468			468
November-21	439			439
December-21	402			402
January-22	377			377
February-22	381			381
March-22	477			477
April-22	399			399
May-22	379			379
June-22	292			292

July-22	333			333
August-22	386			386
September-22	344			344
October-22	263			263
November-22	452			452
Grand Total	103324	3785	2066	109175

Appendix D

Pivot Table 2: Salmon Plate Revenue received by OPRD- by Appropriation Year

Row Labels	Sum of Revenue
2013	\$ 514,595.06
2015	\$ 479,535.13
2017	\$ 455,659.46
2019	\$ 416,747.15
2021	\$ 343,045.50
2023	\$ 325,551.94
Grand Total	\$ 2,535,134.24

Appendix E

Pivot Table 3: Salmon Plate Sales Average and Percentage Change

Year	Annual Monthly Average	Percentage Change from Year Prior	5-year Monthly Sales Average	Percentage Change Every Five Years	Notes
1998	1276	100%			
1999	884	-31%			
2000	824	-7%	995		<i>Average for three years 1998-2000</i>
2001	883	7%			
2002	631	-29%			
2003	400	-37%			
2004	337	-16%			
2005	317	-6%	514	-48%	
2006	331	5%			
2007	336	2%			
2008	192	-43%			
2009	200	4%			
2010	175	-13%	247	-52%	
2011	167	-4%			
2012	132	-21%			
2013	141	7%			
2014	150	6%			
2015	170	13%	152	-62%	
2016	175	3%			
2017	190	9%			
2018	195	2%			
2019	175	-10%			
2020	88	-50%	164	8%	
2021	425	386%		159%	<i>Compared to 2016-2020 average</i>
2022	371	-13%		126%	<i>Compared to 2016-2020 average</i>