



Outreach Strategy

Public Relations, Marketing and Training for the DSN Project

July 18, 2006

Final

Overview.....	1
Drivers.....	2
Marketing versus Public Relations	3
Tasks - Objectives.....	5
Operating Plan	10
Logic Model of CDSN Marketing and Public Relations Program	11
Public Relations Task Timelines / Responsibility Matrices	16
Marketing Task Timelines / Responsibility Matrices Swaps	20
Marketing Task Timelines / Responsibility Matrices System Support.....	22
Marketing Task Timelines / Responsibility Matrices 319 Program and Longterm...	23
Our Message	23
Evaluation of Outreach	23
Appendix A: Outreach Notes.....	25
Appendix B: “Getting in Step” Results – Archived Reference	27
STEP 1: Driving forces, goals, objectives	27
STEP 2: Identify and analyze target audience	30
STEP 3: Create the message	33
STEP 4: Package the message	35
STEP 5: Distribute the message.....	36
STEP 6: Evaluate the outreach	36
PART 2: Implementation.....	37

Scheduled 2009 Updates

This outreach strategy will be updated in 2009 to reflect the lessons learned from the first three years of the Colorado Data Sharing Network. This update will include a revision of DSN messaging, updated strategy to communicate with our membership, method to track user feedback, and strategy to utilize outreach tools such as the website.

Overview

An outreach strategy is a critical component in the Data Sharing Network (DSN) public relations, marketing and training project tasks. The primary audience for this document and strategy is the DSN Technical Advisory Committee. The TAC will use this document as a road map and tool to track and complete DSN Outreach and Training Project tasks. And as such, the document will remain dynamic as the project evolves. When the Outreach and Training tasks near completion along with the current project funding, the

Colorado Data Sharing Network

document herein will be summarized and prepared as a component of final deliverables. Thus, the final format will be determined as needed.

The Colorado Data Sharing Network (CDSN) is a collaborative project that was envisioned by the Colorado Water Quality Monitoring Council (CWQMC) in 2004. The CDSN was formed to solve many of the issues that have historically plagued water quality data management, data sharing and on the ground monitoring collaboration in Colorado. These data management solutions will also seek to satisfy some of the top priorities echoed throughout the Colorado NPS (Non-Point Source) Grant Program, the Colorado WQCD (Water Quality Control Division), United States EPA (Environmental Protection Agency), the CWQMC, and others. Goals of this project are to:

1. Establish a water quality data management system that meets the needs of Colorado's NPS Grant Program and local data providers (manages input, output, and simple data manipulations for monitoring results).
2. Establish a web-based map, in compliment to the data management system, that shares monitoring locations, contact information, monitoring objectives, what is monitored and how.
3. Actively nurture use of the system for three years through outreach, strategically timed user trainings, guidance documents, and user support.
4. Implement a sustainability strategy for future support and use.

In order achieve these goals, the CDSN project will utilize existing technologies such as EPA's STORET (STorage and RETrieval) database, SIM (Storet Import Module), and Region 10 ArcIMS application (interactive mapping tool). However, a perfect system can be built and displayed but will remain useless without an effective campaign and effort to get users to use it. This is the role of the DSN Outreach Strategy, to plan, develop and implement effective public relations, marketing and training strategy so that the system developed will have a sustainable user base.

Drivers

This Outreach Strategy was created with guidance from the EPA "Getting in Step" resource for watershed groups (see Appendix B). The driving forces behind this Outreach Strategy were compiled and translated into goals and objectives for specific audiences. The material to create, package, distribute and evaluate the message is provided. Another task in this effort will be to finalize aspects of the message process. Finally, the content for implementation is provided. This includes tasks, time-lines, responsibility matrix and evaluation. This document provides the foundation and road map for the CDSN marketing and public relations efforts. This effort is an essential component for the CDSN. If we create the perfect system and documentation, but cannot get folks to use, value, and support it, we will have failed.

Colorado Data Sharing Network

One of the ultimate goals of any outreach program is to create awareness within a targeted audience and expand a working knowledge of the project services. The Colorado Data Sharing Network (the “Network” hereafter) is no different and has identified the need to increase awareness in the need and value of the project as well as project results and opportunities to participate. The Colorado Water Quality Monitoring Council is the entity that will provide the long-term support for the processes and products created by this Network. To be prepared for this task, the Council needs to re-invent its structure, capacity, leadership, increase its membership and reconnect to a common purpose. To achieve this, the Council will embark upon its own marketing and public relation effort. It is projected that there is a larger overlap between the target audience of the Network and the future Council membership. The two marketing and public relation efforts need to be strategically coordinated. The success of both entities depends upon this coordination.

The drivers behind the Network’s marketing and public relations plan are the combination of:

- the needs for this data sharing system and network provided in the original proposal, including 319 NPS Project Sponsor STORET compliance
- the strategy to conduct meta-data swaps combined with trainings in rotation with the WQCC Triennial Basin RMH schedule
- the strategy to provide access and documentation to use the system w/out any training
- the strategy to provide user support
- the strategy to define target audiences by basins and for marketing and public relations efforts (*they will be different even though there might be overlap*)
- the essential need that a critical mass participates in the trainings, uses the system and thus will support the system (*this last item is 100% dependent upon the success of failure of this marketing and public relations plan*)

These drivers lend to a set of goals and specific objectives for marketing and for public outreach CDSN efforts. A task timeline, cost estimate, evaluation indicators and responsibility matrix are included. Once this plan is approved, it is a project deliverable, but will also serve as the roadmap for implementation of marketing and public outreach efforts.

Marketing versus Public Relations

Public Relations are efforts to increase awareness and knowledge about a particular topic to a targeted audience. In comparison, marketing efforts are efforts that call the target audience to action. Information provided is asking entities to “do” something above and beyond just “knowing” about a topic.

For DSN public relations we want to inform entities about the Council, the Network, the product and services of the project and the opportunities for folks to participate. The desired outcome is that entities will be able to share the information and opportunities to

Colorado Data Sharing Network

those in their circle of influence for whom it might be of assistance. In addition, these entities might benefit directly or indirectly from the data that will be available on the system or any monitoring collaboration that results from the data sharing efforts. Public Relations efforts will provide an avenue to stay informed once someone as participated in the project as well.

For DSN marketing efforts we desire that the target audiences to “do something” once they have heard the message. That “something” is to participate in Network, submit data into the system, attend a Swap and Training, join the Council, be on the Basin team, and be an active partner in the generation of project outcomes, products and services. We want these target audiences to take specific actions beyond just becoming informed and aware. Thus, the information content, format, delivery and evaluation will differ from our public relations efforts. It is possible a specific target audience might overlap our public relation and marketing efforts in their mission or staff levels.

Overall desired outcomes or results for DSN public relations and marketing efforts are the same. Both marketing and public relations are a tool, an approach, a strategy, an activity designed for target audiences to achieve the same desired results for the entire DSN project. The outreach strategies, or marketing and public relation efforts, are as critical to the success of the project as the software and hardware are. Thus, the primary Outreach Strategy results, outcomes or goals are the same as the larger DSN project as a whole and include:

- I. Effective data management, which leads to better decision making, increased sharing, reduced monitoring costs and credibility.
- II. Long term value added, flagship product and service niche for the Monitoring Council for which to expand its membership, influence and effectiveness.
- III. Non Point Source Program data compliance with EPA.

When the outreach strategy implementation is completed, along with other key project tasks, the above three goals will be realized. There are more specific sub-outcomes that will result from the outreach strategy, they are articulated below:

- A. Produce DSN participation of a critical mass per major river basin as defined by each WS team. This will sum to be a critical mass participating in the DSN project as a whole. (Goals I and II)
- B. Two WS leader representatives on the CWQM Council from each major basin. (Goal II)
- C. The quality of monitoring characterization per basin (activity, collaboration, efficiency pre/post project). (Goal I)
- D. Increased Council participation and support (membership yet to be defined) from the starting core ten. (Goal II)
- E. A primary regional data shop (in addition to National STORET and NWIS). (Goals I, II and III)

Colorado Data Sharing Network

- F. The number of collaboration efforts either in data sharing, data analyses or on the ground monitoring, more effective restoration and protection. (Goal I and II)
- G. 319 Legacy (based on WQCD priority/sponsor cooperation) and 100% future project sponsor compliance as appropriate, other STORET compliance increase. (Goal III)
- H. Increased awareness of Council's capacity and potential by watershed leaders, managers and generators of WS data. (Goal II)
- I. Potential for increased collaboration for WQCC Annual Triennial Basin RMH in the data collection, analyses phase. (Goals I and II)
- J. Unified USGS Retrospective and CWQMC approach in relevant basins. (Goal I)

The public relations effort, along with the Council's public relations effort will leverage the Network marketing effort and visa versa. In order for any of these outcomes, results or goals to manifest it is necessary to identify objectives or tasks, a time-line and who will complete the tasks (responsibility matrix). Each effort, public relations and marketing, has its own products, process and evaluation. The public relation materials will provide a necessary foundation for marketing materials. Some materials and implementation components will serve both efforts and some will be independent.

Once most of the public relations material is generated it will only need to be updated. The strategy to implement a public relation campaign should be re-visited and combined w/ the Council's strategy once the Network is built and the DSN project is completed. Similarly, DSN marketing efforts in part will carry on with each major basin, but need to be supported in the long term by the Council as part of maintaining the resulting Network. All relevant products and recommendations that result from the outreach strategy will be incorporated into the DSN Strategic Planning Task.

Tasks - Objectives

Goals for both DSN Outreach Strategy Programs were then expanded into SMART objectives or tasks that need to be completed to achieve the outreach and DSN outcomes or results. SMART means each objective or task is specific, measurable, attainable, relevant and timely. These objectives or tasks will be lumped into major categories and displayed in the time-table and responsibility matrix that follows. These objectives and tasks comprise the Outreach Strategy's Operating plans for public relations and marketing programs.

The DSN Public Relation Program Outcomes *objectives or tasks* are lumped into the following four major areas for ease of management:

Message/Delivery

1. Develop consistent public relations message (June TAC 2006)

Colorado Data Sharing Network

2. Identify Target Audience for PR and strategy to deliver to them –what, when, where and how (entities that will not necessarily provide data to system but rely on data from system OR some processes that require monitoring data). Entities might overlap w/marketing target audience in staff, section or mission. Support material, Web Page, Events and Submissions tasks will utilize the results of this task (June 2006)

Support Material

3. Develop Project Paper Support Material (Fact sheet, Brochure, System Features, STORET, etc.) (June-July TAC 2006)
4. Develop Project Power point presentation (July 2006)
5. Develop Poster Display (for events) (August 2006)
6. Ask CWQMC to develop Council Paper Support Material (Brochure, mission, goals, structure, contact, website) (July-August TAC 2006)

Web Page

7. Get Council website on permanent site (July 2006)
8. Provide DSN information on Council Website, electronic versions of paper documents/pictures (June 2006)
9. Provide DSN swap and training information, timeline, mechanism to register (July 2006)
10. Update CWQMC Website - (July/August 2006) – can track visitors
11. Identify and link to other relevant sites (July 2006)
12. Provide TAC and CWQMC meeting announcements, agendas, minutes on website (July 2006)
13. Provide summary of swap results as they happen (who attended, etc.) (Fall 2006, as they occur)

Events/Submissions

14. Identify key events, newsletters, publications, list serves, email lists, websites of target audiences for which to provide content information (employ existing resources such as Council email list) (July 2006)
15. Strategy for each identified media outlet (July 2006)
16. Responsibility Matrix (who will be responsible for tasks) (June 2006)

Marketing efforts were divided into four major task areas; DSN Marketing Goals include the following objectives or tasks:

Swaps and Trainings; complete geographic training coverage (DSN Objective 5) with a minimum of 8 trainings and meta-data swaps in the major WQCD watersheds over the next 3 years, Fall 2006-Spring 2009). Attendance goals will vary by basin. Below are the tasks PER training that will be repeated for each training/swap.

17. The TAC will form basin WS Team which will be responsible for Tasks 17-29. Identify key WS leaders, TAC representative, Council Representative,

Colorado Data Sharing Network

- Facilitator, Guest Speakers-shared support mechanism; identify roles w/in WS team to implement. (July 2006 for first, start on next)
18. Determine target audience/invitation list for first swap/training, starting w/ existing resources starting w/ CWA, state USGS manual, Council membership, etc. (July 2006, start on next when done)
 19. Collaborate with other concurrent data sharing efforts (e.g. USGS Retrospectives)
 20. Identify delivery mechanism for audience/basin—most likely CALL list (July 2006 for first, start on next)
 21. Characterization of each basin swap/training existing efforts, this is the benchmark to quantify existing monitoring activity (by group, station, parameter) of target audience (those w/ fiscal/technical barrier) and our goal to manage 90% of that, can use for LT monitoring of DSN/Council efforts (September 2006 for first, start on next)
 22. Logistics for Swap/Trainings (site location; finalize date/time, food, AV and technical equipment, map, location information, places to stay information). Note agenda for training is already designed. (June 2006 for first, Fall 2006 for next, etc. the season before the event)
 23. Develop Swap Process (basin maps, etc.)
 24. Material on web-give to Web Team, invite, register on-line, (July-Swap data 2006, start on next)
 25. Support material for Swap/Trainings (invitation/packet to be sent, agenda, training manual, pre-homework, participant database, swap/training evaluations, basin maps) (July 2006-September 2006 for first, then start on next)
 26. Implement Swap/Training (invite, registration, pre-homework, SWAP, Training, WS team for Council, next meeting, evaluate Swap/Training)
 27. Develop draft “monthly project Fact Sheet” or equivalent to keep folks informed of project updates/technical and otherwise (web format, email project list, etc.) (July 2006)
 28. Swap/Training Follow-up (database mngt, user support, tweak material/processes, monitoring activity, contact w/in one month, two, reporting/documentation, track use and “provide monthly fact sheet FU”—or equivalent)
 29. Tracking of use and evaluation six months after each training

User Support after Training or those that can't make training

30. Documentation on line (August 2006)
31. Ability to contact support staff (now through project end, plan after)
32. Access to system issues ID'd and resolved (September 2006)
33. How to sign up and put data into system Fact Sheet/documentation for user (July 2006)
34. How to register, get data, track user for system operator (July 2006)

Colorado Data Sharing Network

319 Project Sponsor Upkeep

35. Tweak documentation and training for 319 Project Sponsors
36. Tweak web information as well
37. Conduct first 319 training, train-the-trainer WQCD staff
38. Provide user support
39. Increase NPS 319 Compliance by 100% - Include CDSN information to new NPS 319 groups (implement with NPS grants) – count number given to and compare previous compliance percentages-starting w/ FY 06-07 project awards

Keep Users engaged and signed up beyond initial use/training

40. Develop mechanism, format, frequency for user update, communication, info (DSN membership update list serve?-have on website, etc.) (Fall 2006 start)
41. Provide user support beyond grant (design Spring 2007)
42. Process to renew membership or the like (on system) (July 2006)
43. Process to track use, cost, participation, reporting for Council (Winter 2006-2007)
44. Strategy to turnover to Council – Shared Support Mechanism (Spring 2007)

The DSN project covers quite a large audience from government agencies to non-profit stakeholder groups. The TAC could employ a variety of approaches to implement the public relations and marketing plans. This plan suggests to create a public relations team (PRT) and a marketing team (MT) that will be responsible for the products, implementation, evaluation and transition for each effort. Figure 1 illustrates this concept. The TAC needs to approve this approach or recommend another one and approve it.

Colorado Data Sharing Network

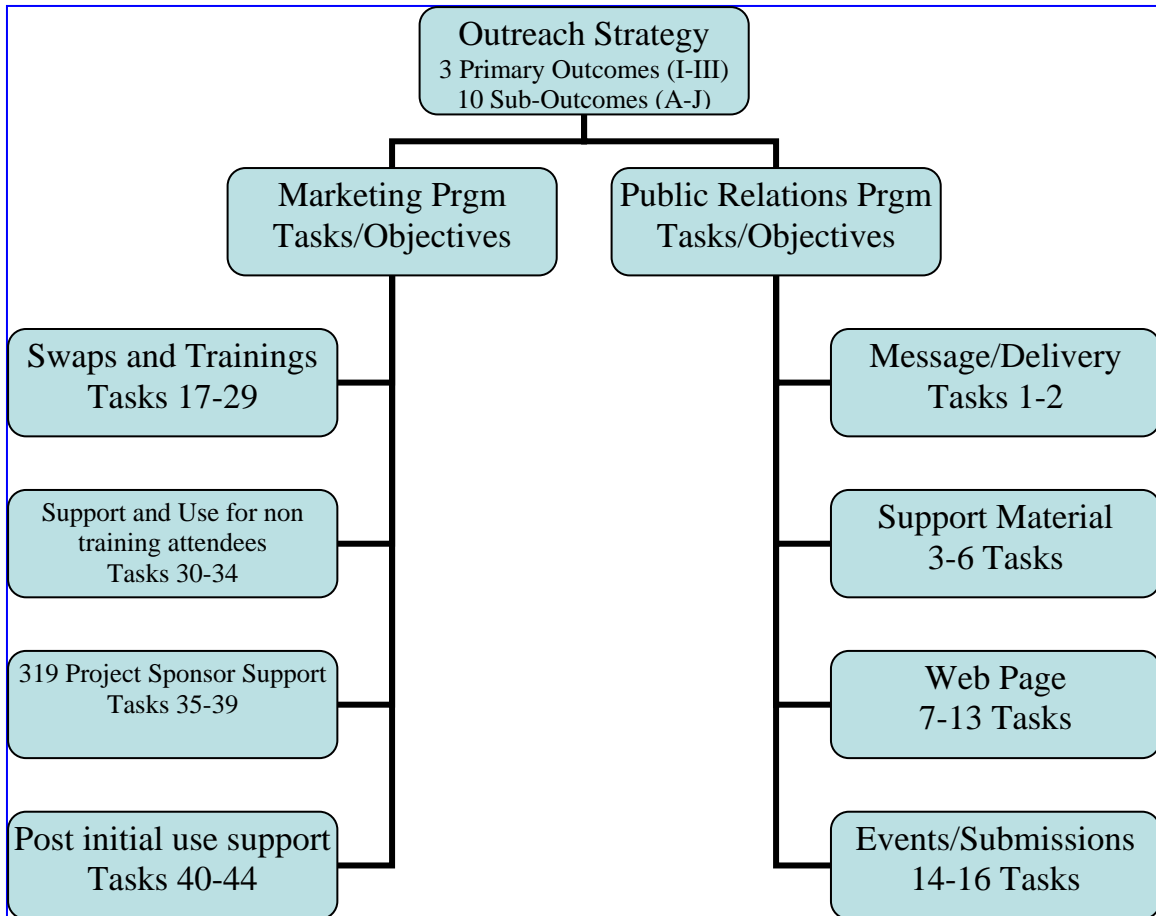


Figure 1. CDSN Marketing and Public Relation Primary Task/Objective Areas.

The entities that generate data or employ data throughout are unique within themselves and unique within each basin, thus how their programs are shaped, constrained and governed all vary. We need to treat each basin as a unique marketing audience. Each Basin Swap and Training effort will have its own strategy and team. These teams will have some of the same members as previous basin teams, but can have unique members as well.

The Task Timeline documentation will illustrate the marketing plan for one cycle of swaps and trainings. These tasks will be repeated for each subsequent cycle. For instance, a round of training will be offered this Fall (October 31 – November 3) for members of the Upper and Lower Colorado watersheds. In order to make this event successful, the marketing tasks will begin six months before the swap and training. As soon as this event is over the marketing tasks will begin for the next cycle of swaps and trainings. Overlap may need to occur to some degree.

Colorado Data Sharing Network

Operating Plan

The following Logic Model, Gantt Task Timeline Charts and Responsibility Matrices illustrate the operating plan. These three tools provide the road map and foundation for implementation and evaluation of the total DSN outreach program. These illustration tools are a starting point and will evolve as with the project.

The Logic Model illustrates the outcomes we want to achieve as a result of the marketing and public relations efforts. These results or goals are the DSN project Goals I-III and outreach goals A-J listed on page 4. Backing up from the outcomes, the logic model then connects what activities we will implement and what products we will produce for target audience, evaluation indicators and estimated cost. The activities are the objectives or tasks listed on pages 5-8. The Gantt chart provides a time line for all the activities or tasks listed on pages 5-8. The Responsibility Matrix provides the team and leader responsible for implementing a specific set of tasks.

For both programs to succeed we need to reach each target audience in the right manner, at the right time and with enough frequency to have effective duration. There is an objective to quantify the amount of monitoring activity, data sharing and collaboration prior to the basin training and assess the same indicators after training. One of the ultimate goals from these outreach activities is to reach a critical mass, which will be defined for each basin. Within each basin, we want to have participation of 80% of the data that is not collected by an entity that does submit their data to STORET or NWIS. That will be the critical mass per basin. Collectively, if this is achieved, this will provide the critical mass for an effective statewide system and long term support.

Primary Completion dates can be listed in the bottom table of each Gantt Time Chart. For example, all Swap/Training dates, or in May 2007 the STORET/XML decision.

Colorado Data Sharing Network

Logic Model of CDSN Marketing and Public Relations Program

Inputs Costs	Outputs- Activities-	Participation	Evaluation Indicators	Outcomes – Impacts
	What We Do:	Who For:		
	Public Relations (PR) Effort			
	Message/Delivery			
1.	1. Develop consistent public relations message (June TAC 2006)	1. Target Audiences	1. Consistent, tested Message for all outlets	A. Produce DSN participation of a critical mass per major river basin as defined by each WS team. This will sum to be a critical mass participating in the DSN project as a whole.
2.	2. Identify Target Audience for PR (entities that will not necessarily provide data to system but rely on data from system OR some processes that require monitoring data). Entities might overlap w/marketing target audience in staff, section or mission (June 2006)	2. PRT	2. list of TA	
	Support Material			B. Two WS leader representatives on the CWQM Council from each major basin.
3.	3. Develop Project Paper Support Material (Fact sheet, Brochure, System Features, STORET, etc.) (June-July TAC 2006)	3. PRT and MT	3. Paper product for each item available in quantities	
4.	4. Develop Project Power point presentation (July 2006)	4. PRT, MT and users	4. Slide show/notes	C. Increased Council participation and support (membership yet to be defined) from the starting core ten.
5.	5. Develop Poster Display (for events) (August 2006)	5. PRT	5. Poster display	
6.	6. Ask CWQMC to develop Council Paper Support Material (Brochure, mission, goals, structure, contact, website) (July-August TAC 2006)	6. PRT	6. Council material	
	Web Page			D. The number of collaboration efforts either in data sharing, data analyses or on the ground monitoring.
7.	7. Get Council website on permanent site (June 2006)	7. PRT, Target A	7. Permanent Site Completion and visitor counter	
8.	8. Provide DSN information on Council Website, electronic versions of paper documents/pictures (June 2006)	8. Target A	8. Info on website	E. The quality of monitoring characterization per basin (activity, collaboration, efficiency pre/post
9.	9. Provide DSN swap and training information, timeline, mechanism to register (July 2006)	9. PRT and MT	9. Info on website	
10.	10. Update CWQMC Website - (July/August 2006) – can track visitors	10. PRT and Target A	10. Monthly updates, mech to track visitors	
11.	11. Identify and link to other relevant sites (July	11. PRT and Target A		

Colorado Data Sharing Network

Inputs Costs	Outputs- Activities-	Participation	Evaluation Indicators	Outcomes – Impacts
	What We Do:	Who For:		
12.	2006) 12. Provide TAC and CWQMC meeting announcements, agendas, minutes on website (July 2006)	12. TAC, Council, PRT	11. Links added	project).
13.	13. Provide summary of swap results as they happen (who attended, etc.) (Fall 2006, as they occur)	13. TAC, Council, PRT	12. Items on web	F. 319 Legacy (based on WQCD priority/sponsor cooperation) and 100% future project sponsor compliance as appropriate, other STORET compliance increase.
14.	Events/Submission 14. Identify key events, newsletters, publications, list serves, email lists, websites of target audiences for which to provide content information (employ existing resources such as Council email list) (July 2006)	14. TAC, PRT, partners, target A	13. 8 Summaries on web	G. A primary regional data shop (in addition to National STORET and NWIS).
15.	15. Strategy for each identified media outlet (July 2006)	15. PRT, Target A	14. 10 events, 10 newsletters/pubs, 10 other outlets used	H. Increased awareness of Council’s capacity and potential by watershed leaders, managers and generators of WS data.
16.	16. Responsibility Matrix (who will be responsible for tasks) (June 2006)	16. TAC and PRT	15. doc strategy for each target A listed	I. Successful transition from DSN project to Council (project deliverables, services and products continue).
	Marketing Effort		16. Matrix	J. Effective collaboration and data sharing leads to quality partnerships that can more effectively accomplish restoration and protection of Colorado waterbodies w/ existing limited
	Swaps and Trainings:			
17.	17. The TAC will form basin WS Team which will be responsible for Tasks 17-29. Identify key WS leaders, TAC representative, Council Representative, Facilitator, Guest Speakers-shared support mechanism; identify roles w/in WS team to implement. (July 2006 for first, start on next)	17. Basin Participants, MT, TAC, WS Team’s goals	17. WS Team	
18.	18. Determine target audience/invitation list for first swap/training, starting w/ existing resources starting w/ CWA, state USGS manual, Council membership, etc. (July 2006, start on next when done)	18. Participants, MT, WS Team	18. Training Target, attendance, use of system, collaboration, pre/post effort, Critical Mass #, eval	
19.	19. Collaborate with other concurrent data sharing efforts (e.g. USGS Retrospectives)	19. Participants, MT, USGS	19. USGS Retro plan or other if relevant	
20.	20. Identify delivery mechanism for audience/basin—most likely CALL list (July 2006 for first, start on next)	20. Participants, MT	20. Delivery mechanism documented, call most likely	

Colorado Data Sharing Network

Inputs Costs	Outputs- Activities-	Participation	Evaluation Indicators	Outcomes – Impacts
	What We Do:	Who For:		
21.	21. Characterization of each basin swap/training existing efforts, this is the benchmark to quantify existing monitoring activity (by group, station, parameter) of target audience (those w/ fiscal/technical barrier) and our goal to manage 90% of that, can use for LT monitoring of DSN/Council efforts (September 2006 for first, start on next)	21. MT, WS Team, TAC	21. Documented participant target list/characterization benchmark, % targeted for critical mass/basin	resources. K. Potential for increased collaboration for WQCC Annual Triennial Basin RMH in the data collection, analyses phase.
22.	22. Logistics for Swap/Trainings (site location; finalize date/time, food, AV and technical equipment, map, location information, places to stay information). Note agenda for training is already designed. (June 2006 for first, Fall 2006 for next, etc. the season before the event)	22. WS Team	22. Logistic summary for file for future gatherings	L. Unified USGS Retrospective and CWQMC approach in relevant basins.
23.	23. Develop Swap Process (basin maps, etc.)	23. MT, WS Team	23. Swap agenda	
24.	24. Material on web-give to Web Team, invite, register on-line, (July-Swap data 2006, start on next)	24. Participants, MT	24. Material on web	
25.	25. Support material for Swap/Trainings (invitation/packet to be sent, agenda, training manual, pre-homework, participant database, swap/training evaluations, basin maps) (July 2006-September 2006 for first, then start on next)	25. WS Team	25. Support material printed	
26.	26. Implement Swap/Training (invite, registration, pre-homework, SWAP, Training, WS team for Council, next meeting, evaluate Swap/Training)	26. Participants, MT, PRT, TAC	26. invite, registration, ppt database, pre-homework, agenda, meeting summary, evaluations for both	
27.	27. Develop draft “monthly project Fact Sheet” or equivalent to keep folks informed of project updates/technical and otherwise (web format, email project list, etc.) (July 2006)	27. Participants, WS team, MT	27. Swap Fact Sheet	
28.	28. Swap/Training Follow-up (database mngt, user support, tweak material/processes, monitoring activity, contact w/in one month, two, reporting/documentation, track use and “provide monthly fact sheet FU”—or equivalent	28. WS Team, MT, Participants	28. FU doc	

Colorado Data Sharing Network

Inputs Costs	Outputs- Activities-	Participation	Evaluation Indicators	Outcomes – Impacts
	What We Do:	Who For:		
29.	29. Tracking of use and evaluation six months after each training	29. MT, Users	29. Eval summary/recommendations	
	User Support after Training or those that can't make training			
30.	30. Documentation on line (August 2006)	30. MT, Users	30. Mech doc	
31.	31. Ability to contact support staff (now through project end, plan after)	31. MT, Users	31. Issues listed, resol doc	
32.	32. Access to system issues ID'd and resolved (September 2006)	32. MT, TAC, Users	32. FS on signup	
33.	33. How to sign up and put data into system – for user Fact Sheet/documentation (July 2006)	33. MT, TAC	33. 3 How to's doc	
34.	34. How to register, get data, track user for system operator (July 2006). Shared Support mechanism	34. MT, 319 Trainers	34. Doc	
	319 Project Sponsor Upkeep			
35.	35. Tweak documentation and training for 319 Project Sponsors/process	35. MT, 319 Trainers	35. Changes made	
36.	36. Tweak web information as well	36. 319 PS	36. training	
37.	37. Conduct first 319 training, train-the-trainer WQCD staff	37. MT, CWN	37. Support log	
38.	38. Provide user support	38. MT	38. doc compliance	
39.	39. Increase NPS 319 Compliance by 100% - Include CDSN information to new NPS 319 groups (implement with NPS grants) – count number given to and compare previous compliance percentages-starting w/ FY06-07 project awards	39. MT, TAC	39. doc mechanism	
	Keep Users engaged and signed up beyond initial use/training			
40.	40. Develop mechanism, format, frequency for user update, communication, info (DSN membership update list serve?-have on website, etc.) (Fall 2006 start)	40. MT, TAC, CWN	40. Support log and plan	
		41. MT, TAC, CWN	41. Process doc	

Colorado Data Sharing Network




Inputs Costs		Outputs- Activities- Participation		Evaluation Indicators	Outcomes – Impacts
		What We Do:	Who For:		
41. 42. 43. 44.		41. Provide user support beyond grant (design Spring 2007) 42. Process to renew membership or the like (on system) (July 2006) 43. Process to track use, cost, participation, reporting for Council (Winter 2006-2007) 44. Strategy to turnover to Council –Shared Support Mechanism(Spring 2007)	42. MT, TAC 43. MT, TAC 44. MT, TAC, Council	42. Process doc 43. Process doc 44. Strategy doc/communicated, Shared Support Mech documented/Implemented	
<p style="text-align: center;">Assumptions</p> <ol style="list-style-type: none"> 1. if data is in a standardize format, w/ essential meta-data it can be shared and used by more entities 2. More data of sufficient quality leads to more robust decisions 3. More data sharing may lead to on the ground monitoring collaboration, which may mean more or less monitoring efforts depending upon need/basin 4. Enough volunteer/partnerships to implement 			<p style="text-align: center;">External Factors</p> <ol style="list-style-type: none"> 1. Funding 2. Time-line 		

Colorado Data Sharing Network

Public Relations Responsibility Matrix 1 of 2

DSN Pubic Relations Responsibility Matrix-Page 1 of 2

DSN PR TEAM	Tasks								
Resources	1. Message Dev	2. ID TA	3. Support Material	4. Power Point	5. Poster Display	6. Council Material	7. Permanent Website	8.* DSN stuff on web	9.* Swap & Train PR
Esther	😊	😊	😊				😊	😊	😊
Brian B.	△		△	△	△			👤	👤
Vic L.	😊					👤			
Barb H.		👤	△						😊
Jacob B.	😊	😊	😊	😊			👤		
David B.	△	△	😊	😊					△
Jim D.				👤	👤				
?									
NEED			👤		😊			😊	😊

 Primary responsibility
  Team Member
  Provide Resources

Green = Message Team
 Pink = Support Material Team
 Yellow = Webpage Team




*Contributing to other work plan tasks

Colorado Data Sharing Network

Public Relations Responsibility Matrix 2 of 2

DSN Public Relations Responsibility Matrix-Page 2 of 2

DSN PR TEAM	Tasks									
Resources	10. Update Web Site	11. Links	12. Meeting Info/web	13. Swap Summaries for PR	14. ID Media Outlets per TA	15. Strategy Media Outlets				
Esther	👤	😊	😊	😊						
Brian		😊	😊	👤		△				
Vic			👤		😊					
Barb			😊	😊		😊 △				
Jacob										
David B,				😊	😊	△				
Jim D.		😊			😊					
?										
NEED		👤			👤	👤 😊				

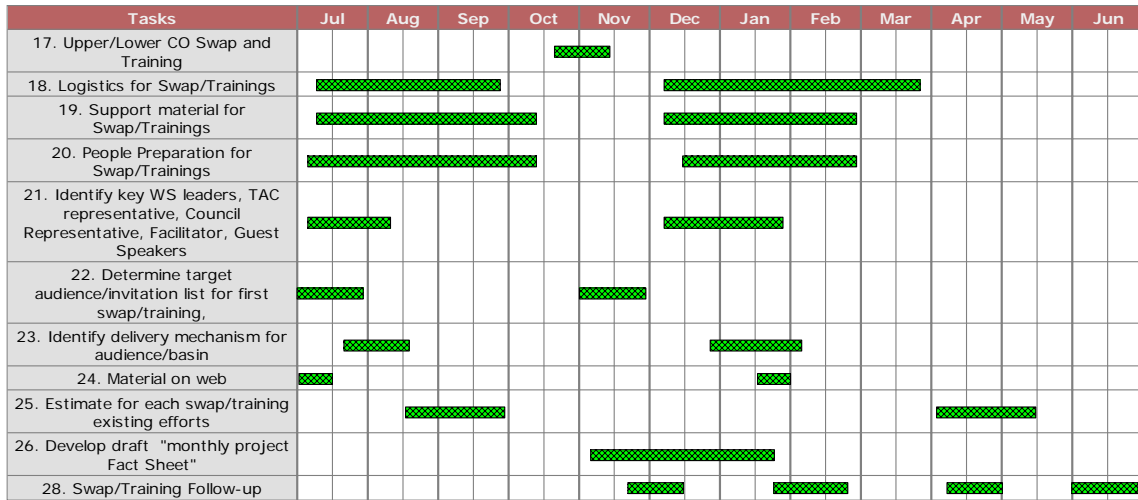
 Primary responsibility
  Team members
  Provide Resources


Yellow = Webpage Team
 Blue = Events and Submissions Team

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Marketing Gantt Chart Task Timelines – Swaps and Trainings

DSN MARKETING TASK TIMELINE - Page 1 of 3 (Reoccurring Cycle)



KEY
 Swaps and Training

Key Dates	
10/31	Craig Training
11/1	Silverthorne
11/2	Glenwood Springs
11/3	Grand Junction

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Marketing Swaps and Trainings Responsibility Matrix 1 of 2

DSN Marketing Responsibility Matrix-Swaps and Trainings - Page 1 of 4

WS Teams Task 17 Responsible for 18-29	Tasks								
	CO Basin Team	SP Basin Team	Ark Basin Team	Rio G Basin Team	SJ Basin Team	Gu Basin Team			
Co-Leader	Barb	Jim D.	David B.						
Co-Leader									
TAC Member	Esther		Jim D.	David B					
Council Member	Vic		Vic						
WS Leader	Dave K?								
WS Leader									
SWAP Facilitator									
Training Facilitator	Brian	Brian	Brian	Brian	Brian	Brian			
Member		Esther							
Member	David B	Vic		Vic	David B.	David B.			
Provide Resources		David B.							
WQCD Staff									

Marketing Swaps and Trainings Responsibility Matrix 2 of 2

DSN Marketing Responsibility Matrix-PER Swaps and Training - COLORADO - Page 2 of 4

CO WS Team Tasks 18-29	Tasks									
	18*, 20* Target <small>Aud / delivery mech</small>	19* Existing Effort Strategy	21* Pre/Post charact.	22* Logistics Tasks	23* SWAP Process	24* - 25* Support Material	26 Training	27 Monthly Fact Sheet	28* - 29 Follow Up - 2x	
Barb										
Brian										
Esther										
Jacob										
David B.										
Jim D.										
Vic										
NEED										

Primary responsibility
 Team members
 Provide Resources

* Contributing to other work plan tasks

Colorado Data Sharing Network

Marketing Gantt Chart Task Timelines – System support

DSN MARKETING TASK TIMELINE - Page 2 of 3 (One Year Cycle Only)

Tasks	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
30. Documentation on line												
31. Ability to contact support staff	■	■										
32. Access to system issues ID'd and resolved			■	■	■							
33. How to sign up and put data into system Fact Sheet/documentation		■	■	■								
34. How to register, get data , track user	■	■				■	■	■		■	■	

KEY




■ — ■ Support for Folks who cannot attend Training

Key Dates	

Marketing Responsibility Matrix – System support

DSN Marketing Responsibility Matrix-Non trained User Support - Page 3 of 4

Tasks 30-34	Tasks								
Resources	30* Doc On line	31* Support	32 Access Issues	33 Register / Track	34 How to sign up FS				
Barb									
Brian	☺	☺		☺	☺				
Vic									
Esther									
Jacob					☺				
David B.	△	△	△	△	△				
Jim D.		☺	☺	☺	☺				
?									
NEED	☺	☺	☺	☺					

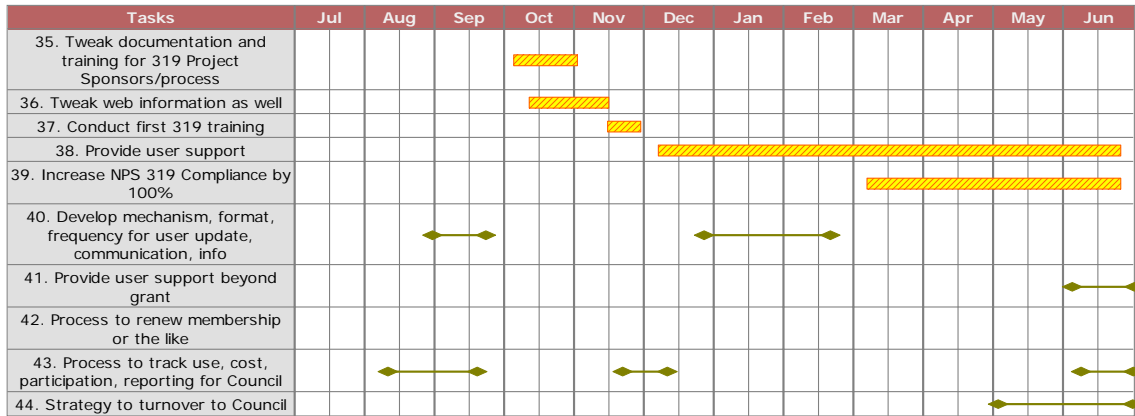
 Primary responsibility
  Team members
  Provide Resources

*Contributing to other work plan tasks

Colorado Data Sharing Network

Marketing Gantt Chart Task Timelines 319 Project Support AND After First Use Support

DSN MARKETING TASK TIMELINE - Page 3 of 3



KEY	
	319 Project Support
	Support Beyond Initial use

Key Dates	
	319 Training TBD by WQCD

Marketing Responsibility Matrix 319 Project Support AND After First Use Support

DSN Marketing Responsibility Matrix-319 Project and After Initial Use Support - Page 4 of 4

Resources	Tasks									
	35* - 36* Tweak Web/Doc	37* 319 Training	38* Support	39* Meas 319 Compolia n	40 User Updates	41* User Support Beyond	42 User renewal/tracking	43 cost tracking	44* Transition	
Barb										
Brian										
Vic										
Esther										
Jacob										
Laurie Fisher										
David B.										
Jim D.										
NEEDS										

Primary responsibility Team members Provide Resources

*Contributing to other work plan tasks

Colorado Data Sharing Network

Our Message

Part of a successful outreach program is to keep a clear and consistent message. This is the first task for both program areas. The Network needs to communicate problems with current data structures and what might be lost if these problems persist. What images could be created through participating in the project? What are the hopes, fears, responsibilities, and benefits in regards to the project? During the initial draft of the outreach program the following themes were identified. All outreach items must reflect these themes in order to create continuity in our message.

- Current Problems: Multiple data formats, poor access, not understood by others, more data collected than used, inability to comply with NPS requirements
- What is in it for each target audience
- Careful usage of words, abbreviations, etc.
- What might be lost: future NPS funding, credibility, appropriate water quality decisions
- Images created by participating: collaboration, cooperation, connectivity, helpfulness, organization, efficiency
- Hopes, fears: protect watersheds, social responsibility, collaboration
- Benefits: free resources and trainings during pilot phase, collaboration with other WS groups, time, money
- Highlight others involved: EPA, CDPHE, CWN, SPCURE, DOW, Big Thompson, Animas River Stakeholders Group, etc...
- Achievable goals: Join the CWQMC, attend trainings, submit your data

Evaluation of Outreach

Ongoing and final evaluation of any project is necessary in order to identify what is working and what is not. If a particular path does not seem to be working then resources should be shifted away from the problem and towards other possibilities. The dynamic nature of outreach is something that cannot be avoided. Each outreach activity listed in the previous section must include some way to provide an evaluation of progress and ultimately success. If one's goal is to simply provide a link to the Network on a given website then the effectiveness can be measured by the amount of people who actually click on that link. Web "hit counters" can keep track of such user activity. The total amount of hits during a given period could provide a measurement of outreach effectiveness.

The monitoring of specific outreach activities will be quite different from one another. The EPA document, "Getting in Step" suggests evaluating outreach based on three types of indicators, these being process, impact, and context. Process indicators are created throughout the outreach implementation and quantifiably measurable. The number of

Colorado Data Sharing Network

attendees at a particular training is an example of a process indicator. Impact indicators measure the impact an outreach element has had on a particular function. For instance, compliance with non point source requirements could be measured by comparing pre and post project compliance percentages. Context indicators focus on changes in community perception, economic and political ramifications, and other indicators which are not easily quantifiable. An example here might be the impact the Network will have on the Triennial Review process of the Water Quality Control Division.

Evaluation indicators have been incorporated into the Logic Model found in the Operating Plan section of this document. Each task is coupled with some way to measure success.

Colorado Data Sharing Network

Appendix A: Outreach Notes

DSN Public Relations Program:

1. Update CWQMC Website – The CWQMC website needs to be set up as soon as possible. Currently the RMWN has a temporary page in which to host CDSN information. Although the RMWN provides an interim solution, it is not complete and merely exists for NPS and select Non-319 data retrieval. The TAC needs to commit to providing feedback to web designers, get the new website hosted, identify a committed webmaster, and draft a maintenance schedule for the website.
2. Links to the CDSN on Other Websites - The outreach program needs to identify possible websites which might be able to post links to our future website. High visibility, membership, and traffic are obvious desirables, at least 20 links.
3. Email Lists – This activity consists of compiling email distribution lists for periodic public updates on the CDSN. These distribution lists should be sent to CWQMC members, CWA listserv, CWN members, and similar resources. Relevant per basin.
4. Newsletter Incorporation – The goal here is to incorporate an introduction of the CDSN into various watershed newsletters. As of June 4, 2006 our project has been highlighted in the CWN newsletter, Headwaters, and slated for the CWA “quarterly” newsletter. At least 10 publication sources.
5. Brochures – The outreach program needs to create a brochure of the CDSN in which we can use at watershed events, trainings, and similar events.
6. Downloadable Power Point Demo – It was identified by the larger Council that a downloadable Power Point Demonstration would be useful to prospective CDSN users. Such a demonstration should provide general overview of the project and its services.
7. Downloadable Documents – Documents created by the CDSN project should be available on our future webpage. These will be provided to the TAC as they are finalized.
8. Incorporate STORET TO WQX/XML Decision and Support into Documents– In an effort to provide sustainability to the CDSN, we need to address the impacts of the STORET/ WQX EPA conversion will have on the project and incorporate that support in the sustainability, documentation, and training on the site. Support staff may need to be trained, depending upon chosen direction. There is a need to provide training in regards to XML formatting and the replacement of STORET with a WQX warehouse. This will need to be addressed with EPA Region 8, and planned for accordingly.
9. Watershed Events – The TAC will need to identify annual watershed events that might provide a good source of exposure for the CDSN project and larger Council. The choice of events should be based upon limiting financial commitment and resources. This style of outreach is best served by well-informed volunteer effort.

DSN Marketing Program:

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1. Watershed Teams – composed of two WS leaders, TAC representative, Council representative, interested others, basin experts. The Target Audience for each basin and the appropriate mechanism to reach that audience will be developed by the basin teams. In addition the current monitoring and data sharing efforts in the basin will be characterized by this team as the starting point. The Council/DSN goal would be to have two major basin reps on the Council’s membership / leadership team.
2. DSN Basin Swaps and Trainings – During each round of trainings the CDSN will look to gather additional needs and comments from the represented watershed groups. Missing watershed organizations will also be identified. Evaluation surveys will be provided after each training to collect this information. As part of each swap/training, a “next gathering” group will be created.
3. Shared Support Mechanism – Task twenty-eight of the CDSN workplan identifies the need for a shared support mechanism. One possible path to assist with such a mechanism will be the identification of watershed “liaisons” to the CDSN. These liaisons will aid the Council in promoting the Network and providing educational materials to interested watershed entities not yet identified or newly created. The essence of the support mechanism includes the ability to request and handle funds to support the financial aspect of the DSN service and the ability for the system to log registration/use and access based on membership payments or a similar function (to be developed).
4. Incorporation into NPS Projects - Although 319-funded NPS projects are required to submit their datasets to EPA STORET, they do not necessarily need to meet that requirement throughout the CDSN project. We want to promote our project to these groups, with the help of the Colorado Water Quality Control Division. It should be our goal to provide information and resources to new NPS projects as they accept their 319-funded contract with the State.
5. Gather USGS Retrospective and NWIS datasets – In order to further promote collaboration with similar data sharing projects, the Council entered into a side-project with the US Geological Survey. The goal of this activity is to learn what goals each organization has, how we can collaborate, and to avoid duplication of efforts. End products will include the addition of several large datasets from USGS retrospectives to the CDSN database, and extended outreach through USGS promotion.
6. Identify and Collaborate with Similar Efforts – As with the USGS collaborative effort, the outreach program needs to identify remaining data sharing efforts in the state.
7. Incorporate User Comments – Through watershed trainings and evaluations a list of user comments will be collected. These comments and suggestions will need to be assessed and incorporated into the final deliverables.

Colorado Data Sharing Network

Appendix B: “Getting in Step” Results – Archived Reference

STEP 1: Driving forces, goals, objectives

Driving Forces

DSN Project

- More data exists than is being utilized by decision makers – access limited
- Identifying and filling data gaps
- Technical and Fiscal barriers to sharing data
- Technical and Fiscal barriers to managing data/meta-data
- Mechanism to collaborate resources for monitoring and data management
- WQCD accountability to EPA re: STORET
- Low 319 NPS Project STORET compliance
- No common WQ language, data management principals, processes

Outreach (Marketing and Public Relations) Project Component:

- Little awareness of project and organization
- Need for data sharing and monitoring collaboration increasing / resources shrinking
- Local participation/critical mass participation necessary to succeed, need enough data to be on system to be of value as “data shopping stop”
- Identification of target audiences and mechanism to reach them
- CWQMC infrastructure, leadership and participation to support results of DSN Project
- Ability to train and support users of system during project and long term
- Ability to support system long term will require buy in and support from users
- Flagship product and service to build CWQMC capacity to take on other monitoring issues

Goals

DSN Project

45. Create system to store/manage data for those w/ tech and fiscal barrier
46. Allow capacity to handle data for those who have resources
47. Create statewide data repository for 80% of non WQCD generated data
48. Create system that is user friendly, has web map-component, uses
49. Make 319 compliance a reality
50. Make WQ data available to more entities for more coverage (temporal, spatial, parameter) for the best possible scientifically defensible decisions

Marketing Goals:

51. Message development of need and value to data generators and data users
52. Target Audiences participate in the Basin Data Swaps and Trainings Sessions

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53. If cannot do above, Target Audiences participate on their own (w/ manual, guidance and support)
54. Target Audiences put data on in the system
55. Target Audiences retrieve data in the system
56. System data gets into National STORET
57. 319 NPS Project STORET compliance
58. Build ownership of the system for LT support
59. Retain participation after grant/training cycle and communication mechanism
60. Obtain user input and evaluation
61. Provide accurate and timely training and system information
62. Identify and target key audiences to participate
63. Limit technical and fiscal barriers and perceptions to sharing data
64. Plant seeds for further meta-data swaps, info need swaps and on the ground collaboration
65. Collaboration for WQCC Annual Triennial Basin RMH
66. USGS Retrospective data/process incorporation strategy

Public Relations Goals:

67. Target Audiences know about DSN product/service value and opportunities to participate
68. Target Audiences who may not participate in project but have a role in knowing about the Project Results and Purpose to share w/ others to aid in their WS Management work
69. Target Audiences that do not generate data but use data – use this system as a “data shopping stop”
70. Increase participation in CWQMC and its potential
71. Provide consistent and accurate information, message and support for PR and Marketing efforts
72. Mechanism to provide project activity status and results

SMART OBJECTIVES

(SMART - Specific, Measurable, Action –oriented, Relevant, and Time-focused)

Marketing Objectives:

Swaps and Trainings:

- Provide complete geographic training coverage (Objective 5) – min 8 trainings in the major WQCD watersheds in 3 years (ideally Barb’s complete list)– attendance goals will vary by basin (Fall 2006-Spring 2009)
- Logistics for Swap/Trainings (site location, finalize date/time, food, AV and technical equipment, map, location information) (June 2006 for first, Fall 2006 for next, etc. the season before the event)
- Support material for Swap/Trainings (invitation/packet to be sent, agenda, training manual, pre-homework, participant database, swap/training evaluations, basin maps) (July 2006-September 2006 for first, then start on next)

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- People Preparation for Swap/Trainings (form basin Team, set attendance goal) (July 2006 for first, then start on next)
- Identify key WS leaders, TAC representative, Council Representative, Facilitator, Guest Speakers (July 2006 for first, start on next)
- Determine target audience/invitation list for first swap/training, starting w/ existing resources (July 2006, start on next when done)
- Identify delivery mechanism for audience/basin (July 2006 for first, start on next)
- Material on web (July-Swap data 2006, start on next)
- Estimate for each swap/training existing efforts (September 2006 for first, start on next)
- Develop draft “monthly project Fact Sheet” or equivalent to keep folks informed of project updates/technical and otherwise (web format, email project list, etc.) (July 2006)
- Implement Swap (registration/invite, pre-homework, SWAP, Training, WS team for next meeting, next meeting, evaluate each)
- Swap/Training Follow-up (database mngt, user support, tweak material/processes, monitoring activity, contact w/in one month, two, reporting/documentation, track use and “provide monthly fact sheet FU”—or equivalent)

User Support after Training or those that can't make training

- Documentation on line (August 2006)
- Ability to contact support staff (now through project end, plan after)
- Access to system issues ID'd and resolved (September 2006)
- How to sign up and put data into system Fact Sheet/documentation (July 2006)
- How to register, get data , track user (July 2006)

319 Project Sponsor Upkeep

- Tweak documentation and training for 319 Project Sponsors/process
- Tweak web information as well
- Conduct first 319 training, train-the-trainer WQCD staff
- Provide user support
- Increase NPS 319 Compliance by 100% - Include CDSN information to new NPS 319 groups (implement with NPS grants) – count number given to and compare previous compliance percentages-starting w/ FY06-07 project awards

Keep Users engaged and signed up beyond initial use/training

- Develop mechanism, format, frequency for user update, communication, info (DSN membership update list serve?-have on website, etc.) (Fall 2006 start)
- Provide user support beyond grant (design Spring 2007)
- Process to renew membership or the like (on system) (July 2006)
- Process to track use, cost, participation, reporting for Council (Winter 2006-2007)
- Strategy to turnover to Council (Spring 2007)

Colorado Data Sharing Network

Public Relations Objectives:

- Develop consistent public relations message (June TAC 2006)
- Identify Target Audience for PR (entities that will not necessarily provide data to system but rely on data from system OR some processes that require monitoring data). Entities might overlap w/marketing target audience in staff, section or mission (June 2006)
- Develop Project Paper Support Material (Fact sheet, Brochure, System Features, STORET, etc.) (June-July TAC 2006)
- Develop Project Power point presentation (July 2006)
- Develop Poster Display (for events) (August 2006)
- Ask CWQMC to develop Council Paper Support Material (Brochure, mission, goals, structure, contact, website) (July-August TAC 2006)
- Get Council website on permanent site (June 2006)
- Provide DSN information on Council Website, electronic versions of paper documents/pictures (June 2006)
- Provide DSN swap and training information, timeline, mechanism to register (July 2006)
- Update CWQMC Website - (July/August 2006) – can track visitors
- Identify and link to other relevant sites (July 2006)
- Provide TAC and CWQMC meeting announcements, agendas, minutes on website (July 2006)
- Provide summary of swap results as they happen (who attended, etc.) (Fall 2006, as they occur)
- Identify key events, newsletters, publications, list serves, email lists, websites of target audiences for which to provide content information (employ existing resources such as Council email list) (July 2006)
- Strategy for each identified media outlet (July 2006)
- Responsibility Matrix (who will be responsible for tasks) (June 2006)

STEP 2: Identify and analyze target audience

Marketing Target Audience – Entities generating chemical, physical, biological, photographic data/information on rivers, lakes, reservoirs, wetlands or ground water for watershed management purposes. Stakeholders and decision makers within each major basin.

- Non-profits (Educational, Watershed, Agricultural, Stormwater, Mining, Urban, Forestry, Fishery-TU, Water management, etc.)
- State agencies (WQCD, CDOW, CDOT, DMG, State GS, Soil Conservation District)
- Federal (EPA, USGS, USFWS, BOR, Corp)
- Local agencies (Conservancy, Water, Conservation, irrigation Districts, county, municipalities, utility, water providers, health)
- Private (consultants, industry, etc.)

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Public Relations Target Audience (uses data or depends on data being there at some level)

- Non Profits (Educational, Watershed, Agricultural, Stormwater, Mining, Urban, Forestry, Fishery-TU, Water management, etc.)
- Federal (EPA)
- State (WQCC, other WQCD staff)
- Local (Conservancy, Water, Conservation, irrigation Districts, county, municipalities, utility, water providers, health)
- Private (consultants, industry, etc.)

What is in it for them?

- Resource savings (allocated to data management, data acquisition/reformatting, generation)
- More data to information activities (more resources to analyze, interpret, etc.)
- Increased collaboration, more robust coverage (time/space/parameter) because more data is available
- Potential to increase credibility and circle of influence
- Potential to increase time for decisions (saved time from saved resources)
- STORET Compliance for relevant entities
- Participant can increase data to a wider audience
- Participant can access more information than otherwise could
- Collaboration/communication with other WS groups
- Access to powerful Map and Query tools w/out footing full cost to implement on own (time, \$)
- Potential make monitoring networks more efficient and serve multiple projects, purposes and entities goals
- Potential for more collaboration pre-Basin RMH on data related issues

Concerns

- Regional application (can be put into national STORET – can we segment into regions with queries?)
- Sustainability Plan – must be rock solid (member confidence)
- Critical mass participation and support
- Retaining Consistency between WQ groups – format and methods
- Planning for growth (increase parameter capacity, function, etc. to maintain user relevancy)
- Transition from STORET to XMT, or that decision
- WQCD participate as equal partner
- Mechanism and plan to support migration of entity legacy data (to avoid an entity needing to have data in two places, new data /old)
- Internal- CWMQC providing infrastructure to sustain this project

Behavioral Changes

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- Valuing data management as part of producing measurable results for monitoring
- Valuing data management principles
- Taking/making time to conduct data management
- Taking/making time to learn system, identify and implement necessary data management/monitoring changes
- Willingness to share meta-data, data and collaborate on the ground monitoring
- Supporting this product/service at reduced costs

Basin Stakeholder / Participation Analysis

- Identify key watershed leaders for swaps, training and CWQMC representation LT
- Identify needs, attitudes, beliefs, common concerns, perceptions
- How to get information on this? – format
- By watershed, or affiliation (non-profit, government), by data generator, data user

Survey for Evaluation

- For Swap
- For Training
- For Product/Service

Barriers to Action

- Staffing- limited paid staff, depend on TAC volunteer time and what other volunteer time they can generate in others
- Financial or staff limitation to allocating resources to ANY data management
- LT Technical Support
- Psychological – Trust issues
- Knowledge-based

Social Concerns

- Where are data generators loosing resources, measuring effectiveness and measurable results?
- Where do WS groups spend most time?
- How best reach target audiences, venues, timing, format w/in available resources?
- Stereotypes
- Focus on barriers to change
- Roles that WS leaders play – what role to approach them from

Critical Mass

- Need to focus on the most motivated WS Groups during initial 3-year project! Identify these groups (innovators and early adopters) – minimal feedback on this topic

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- In a particular basin, need 50-70% of data generators to participate—or the equivalent of non STORET data. For example, if WQCD, RW and USGS are sampling, their data go into STORET (not state storet but in a “data shop”). Of the 100% data generated that is NOT going into STORET already in a basin, our goal is to capture the remaining 80% of this 100% in our data shop. This will vary by basin, but together statewide will create the critical mass by basin and by state to retain support.

STEP 3: Create the message

Problems with data management/sharing/project needs

- Multiple formats limit use
- Not easily accessed
- Not understood by others
- More data collected than used/available-wasted
- More resources used than needed, wasted
- Not available for decision making
- Unable to comply with 319 STORET requirements
- Trust issues w/ sharing
- Credibility issues

What might be lost?

- future NPS funding
- credibility
- poor decisions
- Division between entities vs. collaboration
- Decreased protection or restoration efforts
- appropriate WQ decisions (due to lack of sharing)

What images could be created through participation?

- collaborative
- helpful
- organized
- efficient
- credibility
- trust
- willingness to move beyond data to solving problems
- compliance
- Ability to measure results
- Get data to information/decision makers

Hopes, fears, responsibility, benefits

- protect watersheds – make data available
- social responsibility (don't hoard datasets)

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- collaborate/share
- unify the watershed community
- cost savings
- larger coalitions/efforts and trust increases
- more collaboration for WQCC Triennial RMH
- STORET compliance for relevant entities

Actions: SHARE YOUR DATA, make better decisions, more decisions

Message (task, needs some work incorporating these concepts)

- Your Data Shop
- Do you know where your monitoring money goes?
- Is your data stuck in the dryer w/ one lost sock?
- Moving through data management to making decisions
- Need data to make WS decisions?
- Are you reaching your desired decision makers?
- Do you care about your watershed? Then share your data!
- Who cares about your water?
- Water belongs to everyone, so share your data!

Benefits for WS Groups

- time
- money (free during first 3-years)
- collaboration
- sound scientific decisions
- clean water
- education
- resources
- funding sources

Highlight others involved

- EPA, CDPHE, CWN, City of Thornton, Metro, SPCURE, DOW
- ARSG, Big Thompson, CWA membership, etc...

Achievable Personal Goals

- join the CWQMC
- increase data management principle knowledge/effectiveness, attend training in your WS or others
- Save your organization resources
- Design the your basins cooperative monitoring plan to protect and restore your water
- More data, more scientifically defensible decisions
- Web map tools, data summary tools skills
- Compliance

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- Data sharing goals met
- Measurable results

Cost of Behaviors?

- Wasted resources (spending time somewhere)
- Loss of funding (non STORET compliance, can't produce measurable results, can't get data to information or to users because of management issues)
- Loss of protection/restoration (no collaboration, no data, etc.)
- Cost of duplication (each entity allocating resources do provide a data shop...put them together to support one shop)
- Divisiveness vs. collaboration – resources allocated arguing position vs. working on protection/restoration solutions
- Who will help?

STEP 4: Package the message

Audience Size: Relatively small- but basin specific because target audience will vary/basin

Widespread distribution

Website availability

In-house existing resources – TAC/CWQCD/EPA

***Reach x Frequency = Results

- We must reach all watersheds and frequently

Writing Skills

- Use ACTIVE voice (you and I)
- No jargon or acronyms! (the CWQMC CDSN using STORET collaborated with the SPCURE, CWN and GS for WQ normalized datasets....)

Questions to ask? (I sent to Laurie Fisher, need these for evaluation)

- How many NPS grants does the WQCD issue a year? (depends on funding, priorities and submissions, about 15)
- How many legacy NPS grants exist (you sent me 53 correct?) (YES)
- What percentage of issued NPS grants currently fulfills STORET reporting requirements? (0-1%)
- What is the timeframe that NPS grants have to fulfill STORET requirements? (life of project/grant)

Formats

- Web-based – Website, email lists, links on other websites (need to identify WQ websites of interest)
- Newsletters – CWN, CWA (need more, at least 10)
- Printed materials – brochures, flyers (keep cost low – resource estimate?)

Colorado Data Sharing Network

- Slide Shows – PowerPoint presentations (for events, conferences, etc...), quicker demo version (downloadable)
- Events – CWA conference, SP/Ark Forum, 319 NPS Forum, AWRA, CLRMA, Co Riparian Assoc, etc.

STEP 5: Distribute the message

Who can help with this?

- WS leaders - if we can't identify WS innovators then how well do we know our audience???
- WS Team per major basin (2 Key WS leaders, TAC rep, Council Rep-different, WQCD rep, etc.)

Timing of distributions

- For SWAP/Trainings, planning 6 months prior to
- Prior to NPS annual ½ day trainings
- At what events? (identify and plan for listed events)
- Frequent web updates – who will COMMIT to maintain the CWQMC website (need a name and a plan)?
- Evaluation Forms - at trainings, online, contact us info, etc...

Piggybacking with conferences, trainings, etc... (again identify)

- CWA conference – October 4-6
- NPS Forum (Denver) – September 6-7

Newsletters

- CWA
- CWN
- Fountain Creek Watershed - <http://www.fountain-crk.org/>
- Southwestern WCD - <http://www.waterinfo.org/>
- Boulder Creek - <http://bcn.boulder.co.us/basin/bcwi/bcwinews.html>
- River Currents - <http://www.roaringfork.org/sitepages/pid45.php>
- More????

STEP 6: Evaluate the outreach

Build future support mechanisms

Outreach Benchmarks?

1) Process Indicators – Attendance, workshops, etc...

- Number of trainings
- Training attendance
- Data in system

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- System membership (to input/export)
- Number of non attendee system users
- Number of inquiries received
- Plans to meet after training
- Events attended
- CWQMC Membership Change (define membership)
- Newsletter Incorporation
- Website links
- State coverage – gap analysis
- Swap/training evaluations
- User feedback

2) Impact Indicators – behavior, awareness, knowledge

- Before and After surveys
- NPS 319 Compliance
- STORET uploads/usage – CO
- CDPHE Triennial Review
- Collaborative projects initiated from participation/usage
- Before/after monitoring activity characterization

3) Context – community perception, economic, & political ramifications

- CDPHE Evaluation on Triennial Review (decision making)
- Duplication elimination
- How received? – surveys after the fact
- Proper messengers?

PART 2: Implementation

Operating Plan (appendix A-4 worksheet) – to do list of activities

- CWN - 100 hrs (implementation)
- TAC - 40 hrs (for development –additions to this document) + 60 hrs TAC (implementation)
- Basin Teams, Key WS Leaders, TAC rep, Council Rep, others in basin
- Council membership, other recruited individuals
- WQCD – as equal partners in swap

Plan Includes

- Goals
- Objectives
- Activities
- Evaluation Indicators
- Time Frame/Due Date
- Responsible Party

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- Resources Needed – Time and Money
- Status/Comments

Gained Partnerships – After 3 year project – Shared support mechanisms

- Council's leadership team (or equivalent) has 2 representatives from each major basin (or appropriate division)
- Mechanism to ask for support, receive it, record it and connect to system use as appropriate
- CWN (fiscal, user support, O/M,)
- EPA (technical support)
- DOW, ? server support
- Basin Teams + council (do needs info swap, another swap, etc.)
- CWA connection to WS Groups
- Utility Council connection to Water providers/treaters
- Ag
- Mining
- Urban
- Etc.
-

Identify Future Funding Sources

- membership/user support mechanism
- ability to provide user support, updates to people to system, etc.

Keep Momentum

Communication – follow through with commitments, set dates

Task List (need to delegate duties)*****