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on behalf of the California Wetland Monitoring Workgroup (CWMW)

San Francisco Estuary Institute

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# Goals for Today

- Provide updates on Business Plan implementation
- Address any remaining questions regarding the Plan or its Implementation
- Solicit support for the Business Plan's recommended approach

**DATA**

CRAM

CARI

CEDEN

PROJECTS

**POTENTIAL DATA SOURCES**

BAY-DELTA LIVE

CONSERVATION ACTION TRACKER

OTHER WEB SITES

WEB SERVICES

lake Tahoe INFO

USGS science for a changing world StreamStats

EcoAtlas

CIWQS and ECM

ONLINE 401

BIOS

LAKE AND STREAMBED ALTERATION PROGRAM

**SYNTHESES**

PROJECT TRACKER

LANDSCAPE PROFILES

HABITAT DEVELOPMENT CURVES & CUMULATIVE DISTRIBUTION FUNCTIONS

My Water Quality

VISUALIZING AND SHARING DATA ASSESSMENTS

| BIOS | Biogeographic Information and Observation System |
|------|--------------------------------------------------|
| CARI | California Aquatic Resource Inventory |
| CEDEN | California Environmental Data Exchange Network |
| CIWQS | California Integrated Water Quality System |
| CRAM | California Rapid Assessment Method |
| ECM | Electronic Content Management |

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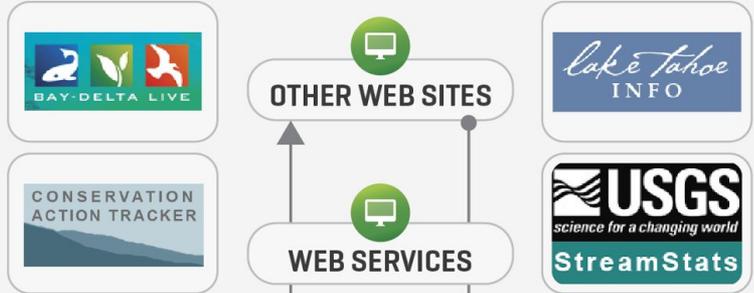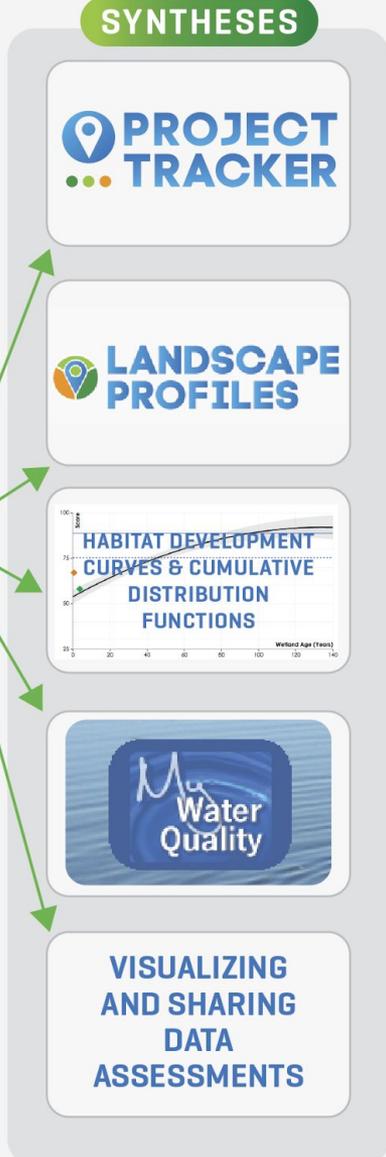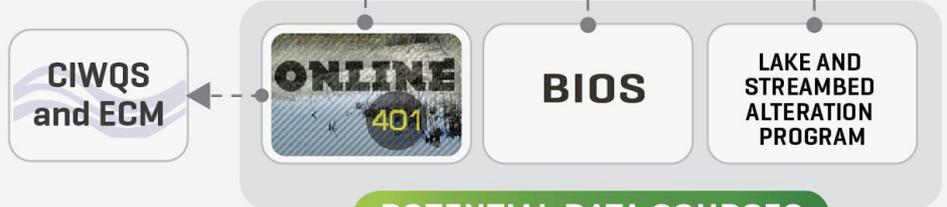
# Primary Challenges

- The EcoAtlas Toolset has no formal agency home
- The Toolset has limited recurring funding
  - has been developed largely via grants
  - EPA-funded projects were designed to build California's wetland program capacity
- Users of the Toolset have grown accustomed to receiving services for free

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# What is a business plan?

- A **business plan** is a printed document that helps to promote alignment in articulating and achieving common goals

- **Our Goal**: To achieve sustainable service through sustainable funding

- **Current status**: Final draft

# Business Plan Structure

- Definitions

- Goals & Core Principles

- Background

- Detailed Descriptions

- Audience and Site Analytics (visits to the site)

- Funding Model

- Roadmap

- Outreach

- Appendices

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# Notable Quarterly Updates

**Presentations**

- CWQMC
  - Fulfilled goal of developing and presenting business plan as originally requested

- CWMW
  - Presented final draft for approval (tentatively granted)

- Key individuals
  - Karen Larsen (following up from CWQMC meeting)
  - Scott Gregory, Former GIO and current Lead of the Innovation Lab (Cal Dept of Technology) (Introduced by Shakoora Azimi-Gaylon)

- Upcoming presentations
  - Strategic Growth Council (Introduced by Shakoora)
  - SWRCB leadership

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# Notable Quarterly Updates

## Customizations and Regionalization

- Russian River Regional Management Program

  - Developed demonstration product to serve fire recovery and monitoring efforts

# Who uses EcoAtlas?

| EcoAtlas Services | Habitat Restoration<br>SFBJV, CVJV, DSC, LT-INFO | Proposition 1 Grant Programs<br>CDFW, SSJDC | Eelgrass Mitigation and Monitoring<br>NOAA-NMFS | Southern California Wetlands Recovery Project<br>SCC | Best Management Practices or LID<br>KTAP | 401 Certification Program<br>SWRCB and Regional Boards | 404 Program<br>USACE | Mosquito Vector Control<br>Mosquito Abatement Districts | Storm Water Program<br>SWRCB | Forest Activities Program; Lake and Streambed Alteration Program<br>CDFW, SWRCB and Regional Boards | Biological Studies<br>Caltrans |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Enable **data entry**, management, display, and access | current | current | current | current | current | | | | | | |
| Map, track and **view projects on common map** in context of other habitat projects | current | current | current | current | future | current for 1,2, 6 | | future | future | future | |
| **Deliver data and reports** to public | in-progress | current | current | | | in-progress | future | | | | |
| Summarize information in **Landscape Profile Report** | current | current | current | | | | | future | | | |
| Track and report **costs and funding needs** | current | current | | | | | | | | | |
| View **change in distribution over time** | future | | current | | | future | future | | | | |
| **Customize map tools** for better visualization of data | current | | future | | | | | future | | | |
| **Standardize reporting of regional progress** of at project and regional scales | in-progress | in-progress | | | future | | | | | | |
| Integrate with projects stored in **other databases** | current | future | future | in-progress | | future | in-progress | future | future | | |
| Use **CRAM to assess wetland condition** | future | future | | current | | future | future | | | | |
| **Support mitigation checklists** with landscape and project information | | | | | | in-progress | in-progress | | | | future |
| Map, interrelate, and view impact sites and **mitigation sites on common map** in context of other habitat projects | | | | | | in-progress | in-progress | | | | |
| Automate the **tracking and receipt of Monitoring Reports** | | | | | | future | | | | | |
| Analyze **cumulative impacts** in watersheds and develop **scenario planning tool** | | | | | | future | | | | | |
| Develop regional plans to identify and avoid known aquatic resources | | | | | | | | | | | future |

# Funding Vehicles

- Primary proposed funding vehicles
  - In-lieu-fee agreements
  - Participant fees
  - Grant-based projects
  - Licensing fees
- Funding vehicles considered and relegated to a lower priority
  - Data-sharing agreements
  - General service agreements

# Sustainable Directions

Pursue regionalization and customization of the Toolset via contracts and grants
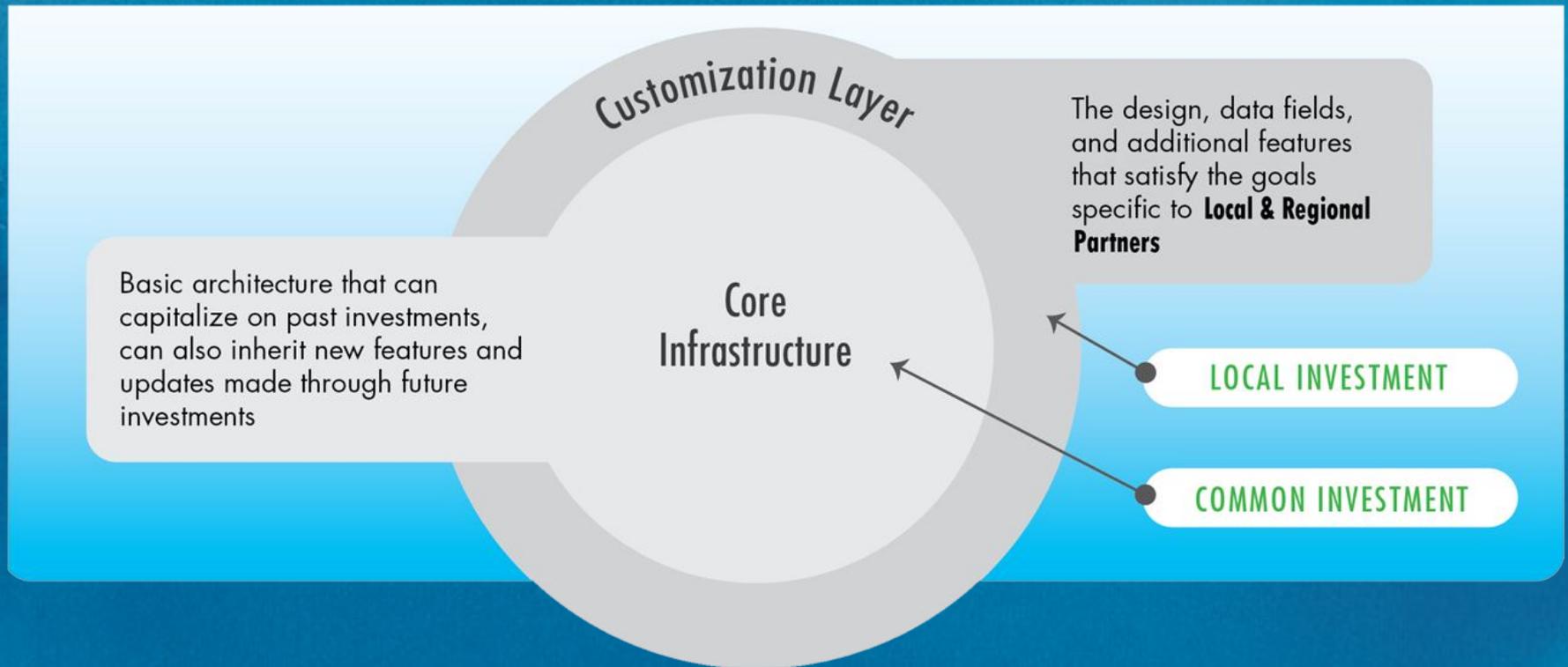
# Sustainable Directions

- Leverage enhancements and customizations as incentives

- Recurring funding

  - Participant fees, license fees, and in-lieu-fee agreements will pay for continued **support of customizations**

  - will also pay for **general operations & maintenance and user support**

# Implementation

Proposed steps to implement the business plan

# Steps for implementation

1. Form implementation committee within the CWMW
   a. Those interested in the viability of the funding model
   b. Those who are interested in expanding the user base
   c. Those with a vested interest in EcoAtlas's succcess
2. Further develop the outreach plan to communicate with currently involved agencies, organizations, and future partners
   a. Meet with current and potential partners
   b. Leverage communication materials
3. Recursively communicate with CWMW to make adjustments along the way

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# Potential Partners

- CalTrans
- USFWS
- SWRCB
- Delta Stewardship Council
- DWR
- IEP
- DFW
- GovOps
- Coastal Conservancy
- Army Corps of Engineers
- US EPA
- Plus other regional interests

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# Frequently Asked Questions

- Who governs the development of the Toolset?
- How much will we charge?
- How do we propose to handle organizations unable to afford recurring fees?
- How do we ensure broad access to information by the general public?

# Who governs the development of the Toolset?

- Subcommittees of the CWMW have influenced the development of the tools, in alignment with the WRAMP framework
  - Level 1 -- Remotely sensed data:  eg, CARI
  - Level 2 -- Rapid assessment tools: eg, CRAM
  - Level 3 -- Intensive landscape assessments: eg, Integrating datasets such as the California Stream Condition Index
- The subcommittees will continue to oversee their respective core competencies
- Customizations and enhancements not pertinent to the core of the products will not be reviewed by the governance committees
- The governance committees will steward changes to QA/QC measures

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# How much will we charge?

- Because the project is managed as a non-profit enterprise, the cost basis will remain the same, no matter the number of contributors.
- The more contributions, **the less each will pay**.

## Recurring Costs...

- ...For CRAM, EcoAtlas Map Viewer, CARI, Project Tracker, and Landscape Profiles are $360k
- ...For governance and coordination are $40k

Eg, If ten organizations contribute evenly, then the cost for each is $40k

- Fees will be re-assessed annually.
- New contributors will lower the fees for other members.

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# How will we handle non-paying clients?

- Continued access to data via the tools

However,

- No helpdesk support
- No special trainings
- No tool, form, or reporting customizations

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# How do we ensure broad access to information by the general public?

- In alignment with workgroup principles, public data will remain public

- Considered a breakdown of basic and premium features
  - However, the exclusivity of data access is not consistent with the CWMW.

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Questions?

Thank you!

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