

Developing a Business Plan for the California Wetland Monitoring Workgroup

Tony Hale
February 23, 2015



Background

The California Wetland Monitoring Workgroup was formed to develop and implement a standardized method for assessing and monitoring wetlands and riparian zones throughout the state. The no-net-loss mandate requires us to determine "where are our wetlands and how are they doing?"

The WRAMP methods and tools help to answer these questions.

Challenges for Addressing Questions

The Wetland and Riparian Area Assessment Plan (WRAMP) established a framework in 2010 for creating standardized assessments of wetlands throughout California. Among its objectives were to:

- establish a coherent wetland definition and classification framework
- establish a data management system
- facilitate data access across programs and agencies
- adopt data protocols
- adopt consistent QA/QC protocols
- ensure that data are geo-referenced

Business Plan Development

Goal: Support the ongoing work and advancement of comprehensive wetland and riparian monitoring and assessment through the development of a business plan

Objectives:

- Consult with agencies, organizations, and private representatives to characterize the audience needs for the information
- Identify a menu of viable, sustainable funding models to support WRAMP Tools
- Provide recommendations for funding model adoption, based on solicited feedback
- Identify obstacles to sustainable development
- Always value **sustainability**

Focus

The funding model development focus is on identifying the most viable funding model for the program without support of the FWS. The funding model development focus will be to provide a secondary focus with order to obtain necessary data from the program account.

Example questions to be addressed by the Business Plan

• What is the primary focus of the Business Plan?
• How do we measure success?
• How do we continue to develop and improve?
• How do we ensure compliance with the program?



Focus

The funding model design will focus primarily on supporting the WRAMP tools rather than the general activities or science support of the CWMW. The workgroup's collective activities will likely continue to proceed on a voluntary basis, with limited funding for dedicated State Water Board staff support.



Example questions to be addressed by the Business Plan:

- What is the purpose of the data? How do we assess whether the derived information remains salient?
- How do we accommodate IT maintenance?
- How do we continue to develop and innovate?
- How do we advance access to credible data?

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WRAMP Tools: The EcoAtlas Technology "Ecosystem"



Building Blocks in Place

Framework: WRAMP (Tenets of a State Wetland and Riparian Monitoring Program)

Tools:

- Level 1 (CARI)
- Level 2 (CRAM/eCRAM)
- Wetland Portal
- EcoAtlas

Program: Status and Trends Program
Grant Funding: USEPA Wetland Development Grant



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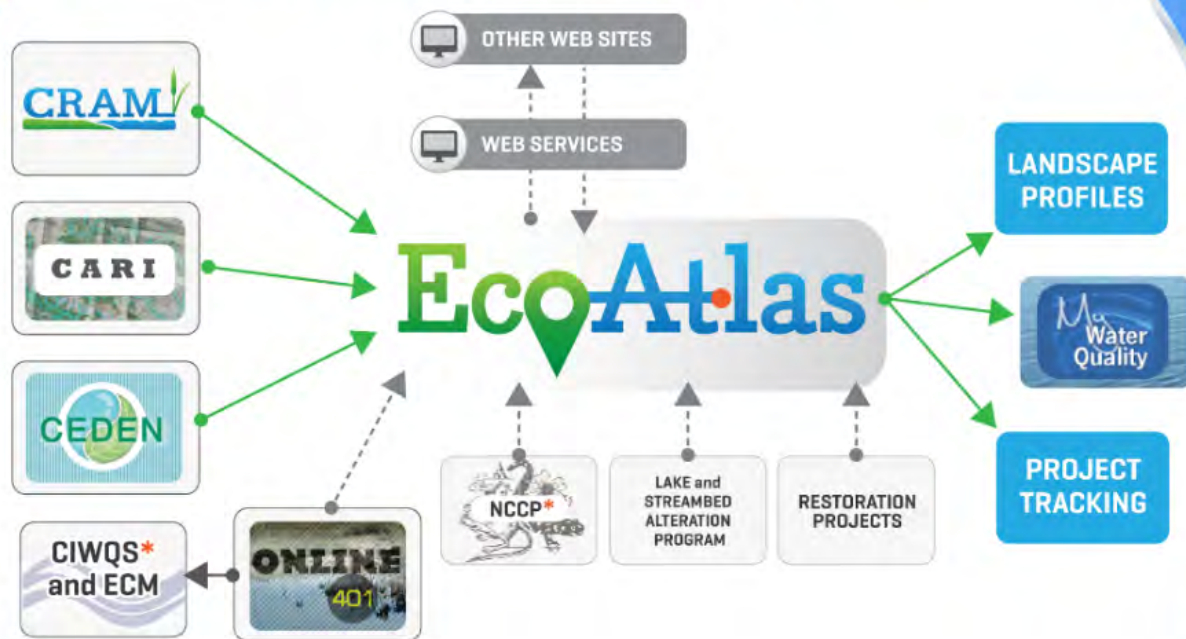
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* **CIWQS**: California Integrated Water Quality System
ECM: Electronic Content Management
NCCP: Natural Community Conservation Planning

Methods

Consultations

We will conduct consultations to:

- characterize the audience for the information
- identify obstacles
- investigate viability of funding models
- gauge support for recommended solutions

- **Step 1:** Share planned course of action with the Water Quality Monitoring Council (today's presentation)
- **Step 2:** Consult with interested agencies, organizations, and private entities
- **Step 3 (optional):** Provide update to the Water Quality Monitoring Council
- **Step 4:** Deliver plan to the Water Quality Monitoring Council

Outputs

Because we serve a diversity of audiences, we will craft several documents that will address their respective interests:

- Memo on business models to support EcoAtlas
- Memo on business models to support CRAM / eCRAM
- Memo on the short and long-term applications of CRAM and EcoAtlas
- Draft Feasibility Study Report
- Draft WRAMP Business Plan

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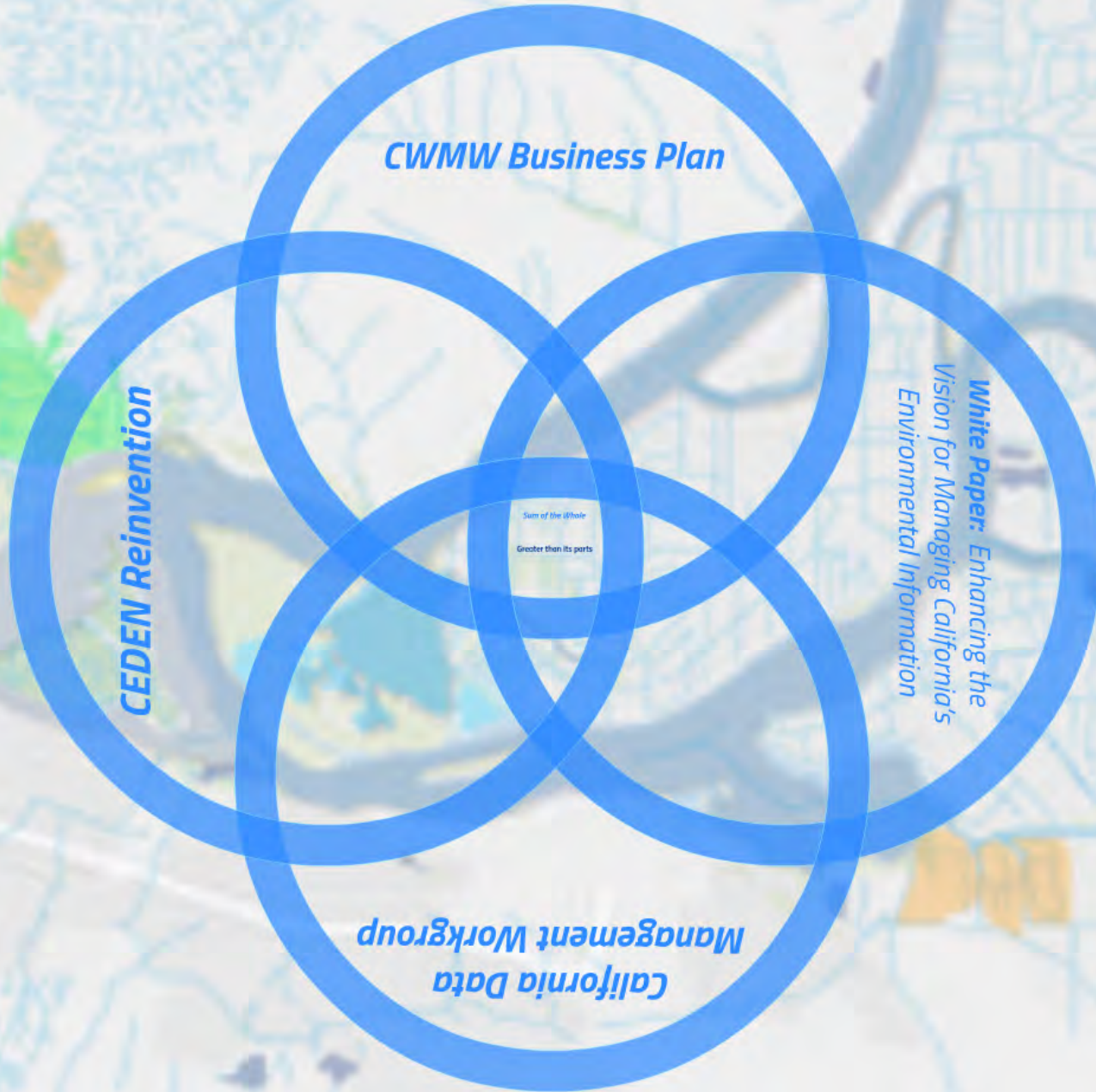
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Fruitful Alignments



CWMW Business Plan

EW Reinvention

***White Paper: Environmental
Vision for Managing Call
Environmental Inform***

Sum of the Whole

Greater than its parts



White Paper: Enhancing the Vision for Managing California's Environmental Information

W Business Plan

Management Wor

*Sum of the Whole
Greater than its parts*

The background features a light blue map of California with a network of roads and geographical features. Overlaid on this is a large, stylized graphic of three overlapping blue circles. The top circle is the largest and contains the main title. The other two circles are smaller and positioned below it, overlapping each other and the top circle. The text 'Sum of the Whole' and 'Greater than its parts' is located in the central area where the circles overlap.

California Data Management Workgroup

*Paper. Enhancing and
Managing California's
Environmental Information*

*Sum of the Whole
Greater than its parts*

CEDEM Reinvigorated

CEDEN Reinvention

Management Workgroup

CWMW Business

Sum of the Whole
Greater than its parts

The image features a background map with a grid and various colored regions. A large, semi-transparent blue circle is centered over the map. Inside this circle, the text "Sum of the Whole" is written in a blue, italicized font. Below it, the text "Greater than its parts" is written in a bold, dark blue font.

Sum of the Whole

Greater than its parts

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