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EcoAtlas Business Plan:
Steps toward implementation

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on behalf of the California Wetland
Monitoring Workgroup (CWMW)

San Francisco Estuary Institute

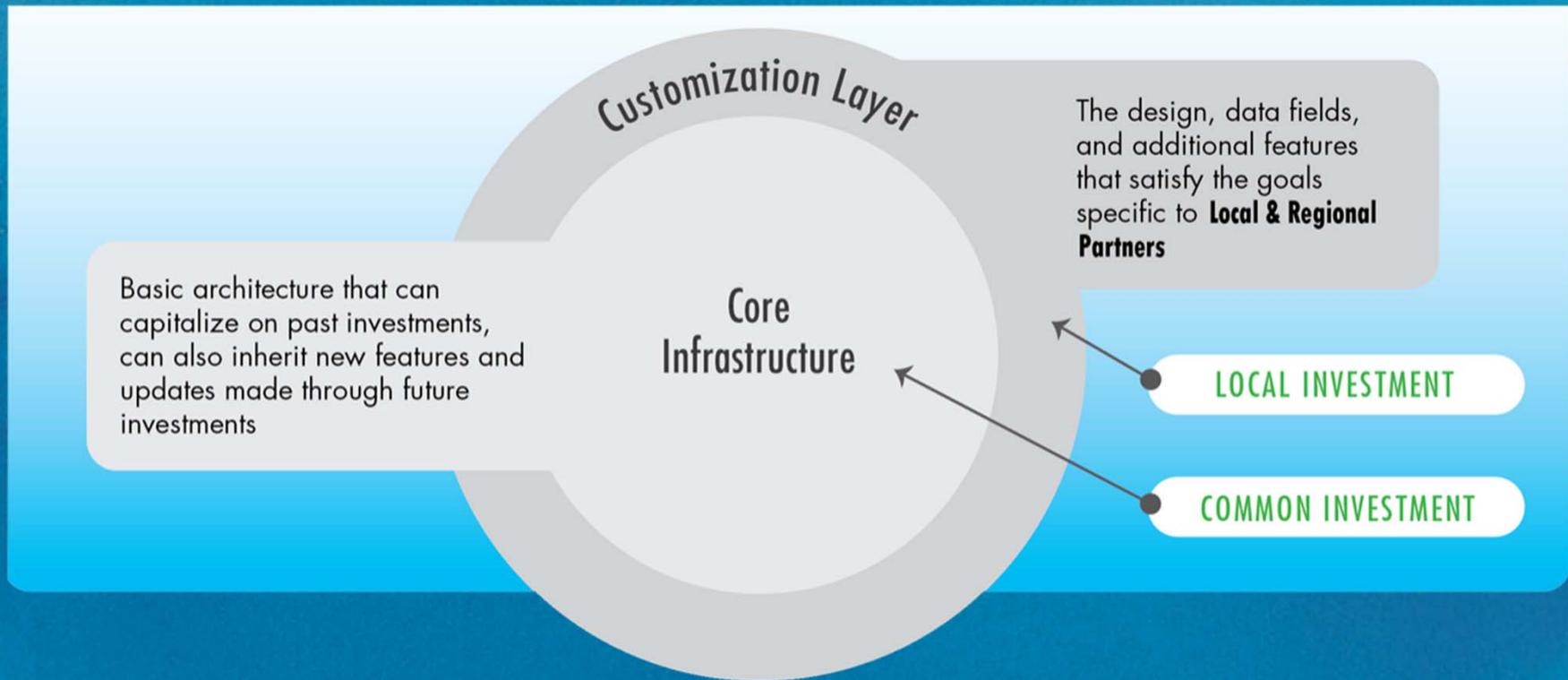


Funding Vehicles

- 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

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Pursue regionalization and customization of the Toolset via contracts and grants



Developing a sustainable business model

- 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

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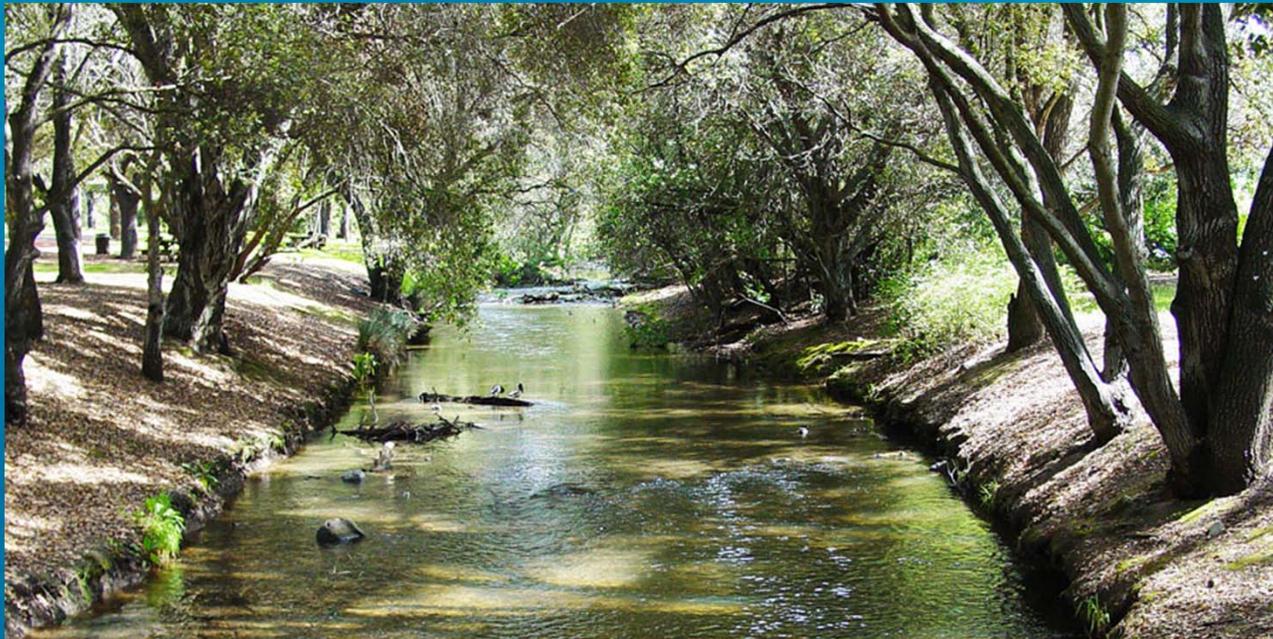
Key Presentations

- Strategic Growth Council (SGC) follow-up
 - Related identified champions to Randall Winston, Exec Director of the SGC. Randall then moved on (returned to law school)
 - Several discussions with Michael McCormick of the Office of Planning & Research
 - Identified potential for centralized funding through CATs (Climate Action Teams)
 - Developing a one-pager: value and context
- SWRCB
 - Re-introduction to Office of Information Management & Analysis and Division of Water Quality
 - Following up with OIMA on a number of action items

Quantifying Wetland Function

Customizations and Regionalization

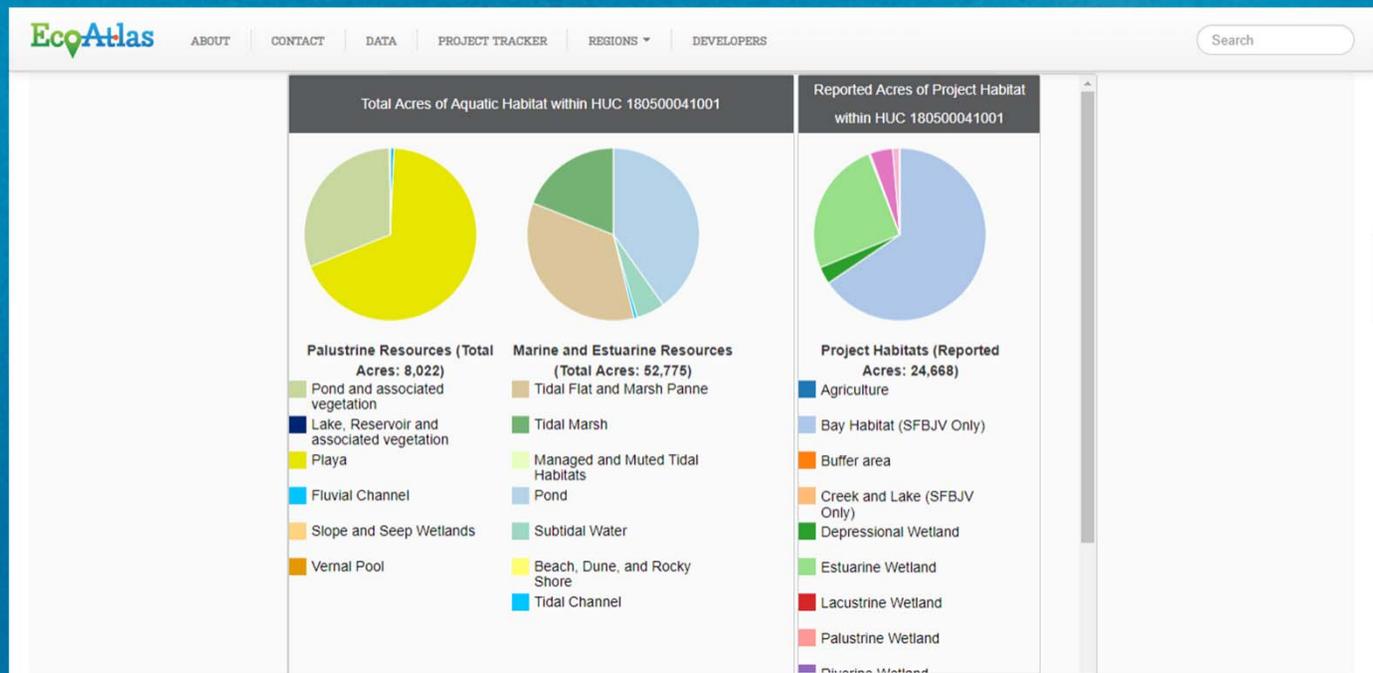
- Coyote Creek Restoration Tool, Santa Clara Valley Water District
 - Develop specialized metrics to identify and justify where habitat restoration might be performed in Coyote Creek: a form of scenario planning



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Customizations and Regionalization

- Joint Ventures Dashboard
 - Custom dashboard to display JV-specific measures



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Customizations and Regionalization

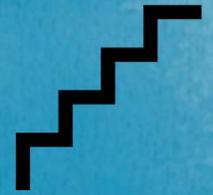
- Advancing Performance Measures Reporting
 - Distributed (entered by proponents) and centralized (reporting) management of target and actual measures of restoration performance
 - Poised for use by key State agencies interested in tracking restoration performance over time

Continued Growth in Tool Usage

Continued Growth in Tool Usage

- CRAM now required by California State Coastal Conservancy for restoration projects
- Project Tracker required for Prop 1 recipients by CDFW and SSJDC
- Prop 1 grant project proponents continue to acquire user accounts (45 new users in the last three months) for Project Tracker and receive tool demos
- CRAM practitioner user base continues to grow (37 new user accounts in last three months)

~~Verifying the NGO development~~



- ~~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 success~~
- ~~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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Questions?

Thank you!

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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?

California Wetland Monitoring Workgroup



- 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

Key to why many are joining

- 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.

Key to long-term success is empower

- Continued access to data via the tools

However,

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

Key findings from the public data workgroup
to the CWMW
rwdneB

- 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.



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

Environmental Science & Technology

- Definitions
- Goals & Core Principles
- Background
- Detailed Descriptions
- Audience and Site Analytics (visits to the site)
- Funding Model
- Roadmap
- Outreach

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:** implementation

