Eco Atlas Business Plan: Steps toward implementation

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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



Notable Quarterly Updates

Presentations

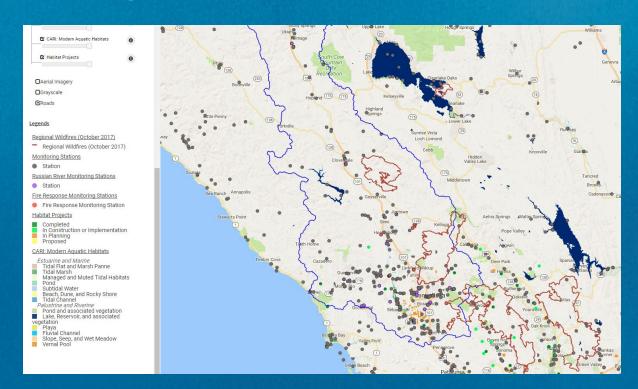
- CWQMC
 - Fulfilled goal of developing and presenting business plan as originally requested
 - Ideas were well received
- Key individuals
 - Karen Larsen (following up from CWQMC meeting)
 - Scott Gregory, Former GIO and current Lead of the Innovation Lab (Cal Dept of Technology) (Arranged by Shakoora Azimi-Gaylon)
- Upcoming presentations
 - Strategic Growth Council (Arranged by Shakoora)
 - SWRCB leadership



Notable Quarterly Updates

Customizations and Regionalization

- Russian River Regional Management Program
 - Developed demonstration product to serve fire recovery and monitoring efforts





Who uses EcoAtlas?

	Eelgrass Restoration	Best Management Practices or LID	Forest Activities Program; Lake and Streambed Alteration Program	Habitat Restoration	Mosquito Vector Control	Proposition 1 Grant Programs	Southern California Wetlands Recovery Project	Storm Water Program	401 Certification Program	404 Program	404, 401, Nonpoint Source, Storm Water, HCP, NCCP
EcoAtlas Services	NOAA-NMFS	<u>KTAP</u>	CDFW, SWRCB and Regional Boards	SFBJV, CVJV, DSC, LT-INFO	Mosquito Abatement Districts	CDFW, SSJDC	SCC	SWRCB	SWRCB and Regional Boards	USACE	Inter- program
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	future	future	current	future	current	current	future	current for 1,2, 6		
Deliver data and reports to public	current			inprogress		current			inprogress	future	
Summarize information in Landscape Profile Report	current			current	future	current					
Track and report costs and funding needs				current		current					
View change in distribution over time	current			future					future	future	
Customize map tools for better visualization of data	future			current	future						
Standardize reporting of regional progress of at project and regional scales		future		inprogress		inprogress					
Integrate with projects stored in other databases	future			current	future	future	inprogress	future	future	inprogress	
Use CRAM to assess wetland condition				future		future	current		future	future	
Support mitigation checklists with landscape and project information									inprogress	inprogress	
Map, interrelate, and view impact sites and mitigation sites on common map in context of other habitat projects									inprogress	inprogress	
Automate the tracking and receipt of Monitoring Reports						為海色			future	Marie Control	
Analyze cumulative impacts in watersheds and develop scenario planning tool		Habb		LANGE CO.					future		
Support coordinated project design, permitting, and assessment for watersheds										1	future



Primary Challenges

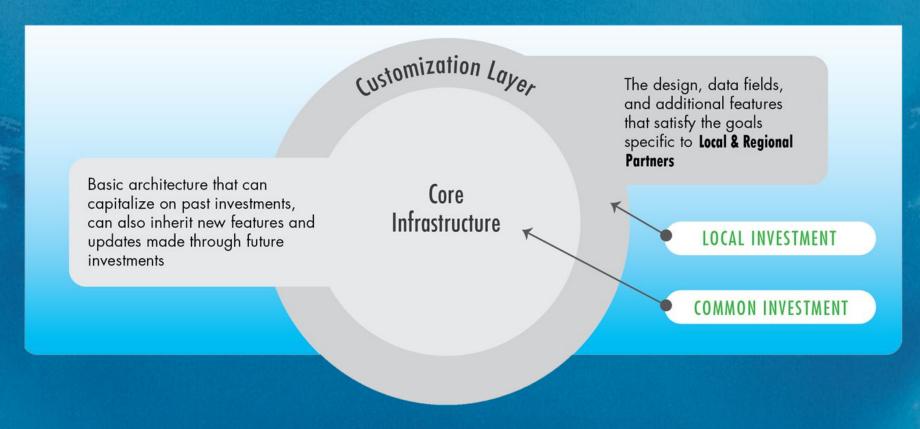
- The EcoAtlas Toolset has no formal agency home
- The Toolset has limited recurring funding
 - has been developed largely via grants
 - EPA-funded projects were designed to build California's wetland program capacity
- Users of the Toolset have grown accustomed to receiving services for free

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





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 success
- 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





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



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.



How will we handle non-paying clients?

Continued access to data via the tools

However,

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



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.



Questions?

Thank you!

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