EcoAtlas Business Plan: Steps toward implementation

August 7, 2017
Tony Hale & Cristina Grosso
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
Pursue regionalization and customization of the Toolset via contracts and grants.

**Core Infrastructure**
- Basic architecture that can capitalize on past investments, can also inherit new features and updates made through future investments.

**Customization Layer**
- The design, data fields, and additional features that satisfy the goals specific to **Local & Regional Partners**

**Investment Options**
- **LOCAL INVESTMENT**
- **COMMON INVESTMENT**
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
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
Customizations and Regionalization

- Russian River Regional Management Program
  - Further developed demonstration product to serve fire recovery and monitoring efforts
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
Customizations and Regionalization

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

- 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)
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
Questions?

Thank you!

tonyh@sfei.org  cristina@sfei.org
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?
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.
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.
Continued access to data via the tools

However,

- No helpdesk support
- No special trainings
- No form or reporting customizations
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
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.
<table>
<thead>
<tr>
<th>EcoAtlas Services</th>
<th>Engrass Restoration</th>
<th>Best Management Practices or LID</th>
<th>Forest Activities Program: Lake and Streambed Alteration Program</th>
<th>Habitat Restoration</th>
<th>Mosquito Vector Control</th>
<th>Proposition 1 Grant Programs</th>
<th>Southern California Wetlands Recovery Project</th>
<th>Storm Water Program</th>
<th>401 Certification Program</th>
<th>404 Program</th>
<th>404, 401, Nonpoint Source, Storm Water, HCP, NCCP</th>
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<tr>
<td>Enable data entry, management, display, and access</td>
<td>NOAA-NMFS</td>
<td>KTAP</td>
<td>CDFW, SWRCB and Regional Boards</td>
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<td>current for 1, 2, 6</td>
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<td>Map, track and view projects on common map in context of other habitat projects</td>
<td>current</td>
<td>future</td>
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<td>current</td>
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<td>inprogress future</td>
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<tr>
<td>Deliver data and reports to public</td>
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<td>inprogress</td>
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<td>Track and report costs and funding needs</td>
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<td>View change in distribution over time</td>
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<td>Customize map tools for better visualization of data</td>
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<td>Standardize reporting of regional progress of at project and regional scales</td>
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<td>Integrate with projects stored in other databases</td>
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<td>Use CRAM to assess wetland condition</td>
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<td>Support mitigation checklists with landscape and project information</td>
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