



# **CUSTOMER EXPECTATIONS FOR THE CBP MONITORING NETWORKS – BASIN PHASE II**

**STAR Meeting**

**April 24, 2014**

# BASIN – THREE PHASE PROCESS

- **Phase I (June – November 2013):**
  - FY13 funding shortfall identified financial/operation thresholds below which the networks can't be sustained.
  - The management board approved a short-term solution to the budget reduction.
- **Phase II (December 2013 – In Progress):**  
Alternative Approaches to Water Quality Monitoring, Funding Network, and Delivery to Customers
  - **Case Studies (December 2013 – April 2014):** Great Lakes, Puget Sound Partnership, MARACOOS, Upper Mississippi River Basin, Moreton Bay and Great barrier Reef of Australia, Wisconsin Citizen-Based Monitoring, Ireland's Transitional and Coastal Waters.
  - **Customer Expectations (In Progress)**
- **Phase III (Timeline TBD):** An effort to expand monitoring in support of the New Bay Agreement goals and outcomes across the breadth of the Bay Program Partnership.



# WHAT IS THE GOAL OF THE CUSTOMER EXPECTATIONS DISCUSSION?

- To gain feedback on the usefulness of the products derived from the CBP Monitoring Networks.
- Gain a better understanding of the Goal Team decision making process in order to better tailor our monitoring products to fit their needs.
  - For example, writing the Phase III WIPs.
- To ascertain what the perceptions of the broader CBP community have regarding the utility of monitoring data in guiding the restoration efforts of Chesapeake Bay.
  - We suspect that the expectations often do not match the reality of what the monitoring program can provide: for example, timely feedback of various small scale restoration efforts is desired, but the existing monitoring framework only provides long term trends of broad scale implementation efforts.



# WHO IS THE AUDIENCE FOR “PHASE II”?

## Tier 1 – Key Audience

- WQ Goal Team--state and federal water-quality managers responsible for improving quality of Bay and Watershed Waters,
- GIT Chairs and State Agency Resource Managers,
- STAR, CBP Communication Team, Chesapeake Stat,
- Bay Agreement Partners and Stakeholders.

## Tier 2 – Secondary Audience

- STAC and Scientific Community who use data to analyze trends and develop new theories about how the Bay and Watershed operate.
- The Modelers who use monitoring data to calibrate and validate their models,
- Ecosystem science Leaders,
- Monitoring Technology Leaders, and
- Citizen Science Leaders (i.e. the river keeper network).
- Others?



# WHAT SPECIFIC TOPICS/QUESTIONS DO WE WANT TO ASK OUR AUDIENCE?

## PRODUCTS

- How useful are the current WQ Indicators for helping to assess improvements in the bay and its watershed?
- How do you use the information for decision making?
- How can the information be improved to help with updating the phase 3 watershed implementation plans (WIPs)?
- Do you find summary reports, such as the "insights" report, Bay Barometer, scientific reports, etc. useful?



# WHAT SPECIFIC TOPICS/QUESTIONS DO WE WANT TO ASK OUR AUDIENCE?

## FUNCTION

- How do you feel about the incorporation of non-traditional monitoring programs (citizen science)?
- With limited monitoring resources, would you rather see more interpretation of the data, more monitoring sites, inclusion of citizen science...?



# EXAMPLE SURVEY QUESTION

**Do you follow the status of Chesapeake Bay Restoration using any of the following outlets?**

**1. Do you follow the status of Chesapeake Bay restoration  
Through (check all that apply):**

- ☒ Indicators on CBP website?
- ☐ Bay Journal articles?
- ☐ Annual UMCES report card?
- ☐ Eyes on the Bay website?
- ☒ CBF annual report card?
- ☐ Chesapeake Stat website?
- ☐ BayStat website?

**2. Rank the following sources below from most to least trusted?**

▼	Indicators on CBP website?
1	Bay Journal articles?
2	
3	
4	Annual UMCES report card?
5	
6	Eyes on the Bay website?
7	
▼	CBF annual report card?
▼	Chesapeake Stat website?
▼	BayStat website?



# COMMUNICATING THE BACKGROUND INFORMATION AND CURRENT STATUS OF THE MONITORING PROGRAM AS IT RELATES TO THE TOPICS/QUESTIONS

- Short synthetic report (with online supporting materials),
- Videos, and
- STAR seminars/webinars





# ENGAGING OUR TARGET AUDIENCE WITH THESE TOPICS/QUESTIONS

## ○ Surveys (information gathering)

- Multiple Choice
- Prioritization of options
- Yes and No questions
- Collapsible Survey – to gear towards specific audiences
- Encourage participation at a WQ GIT meeting

## ○ Follow-up with:

- One-on-one questioning
- Focus groups
- STAR Workshops
- Web analytics to track traffic of web products



# COMPILING, DISTRIBUTING, AND DISCUSSING THE RESPONSES FROM OUR AUDIENCE

- STAR workshops to analyze and discuss responses with the aim of producing short, synthetic report.
- Survey Monkey Analytics (i.e. pie charts, bar graphs displaying the community response)



# SUMMARY OF CUSTOMER EXPECTATIONS PROCESS

1. Refining background materials and survey questions for the key audience and secondary audience.
2. Distributing background information and survey questions to the primary and secondary audiences with a strong deadline.
3. Targeting specific key audience members with one-on-one questioning.
4. Hosting workshops and/or focus groups based on topics of interest.
5. Compiling and Distributing the results of the surveys and workshops.

