



Water Quality Portal Strategic Plan

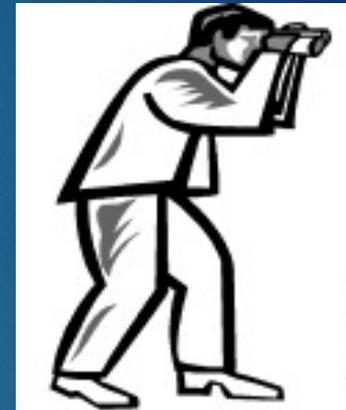
NWQMC

MEETING 4/11/16

JIM KREFT, CHARLES KOVATCH

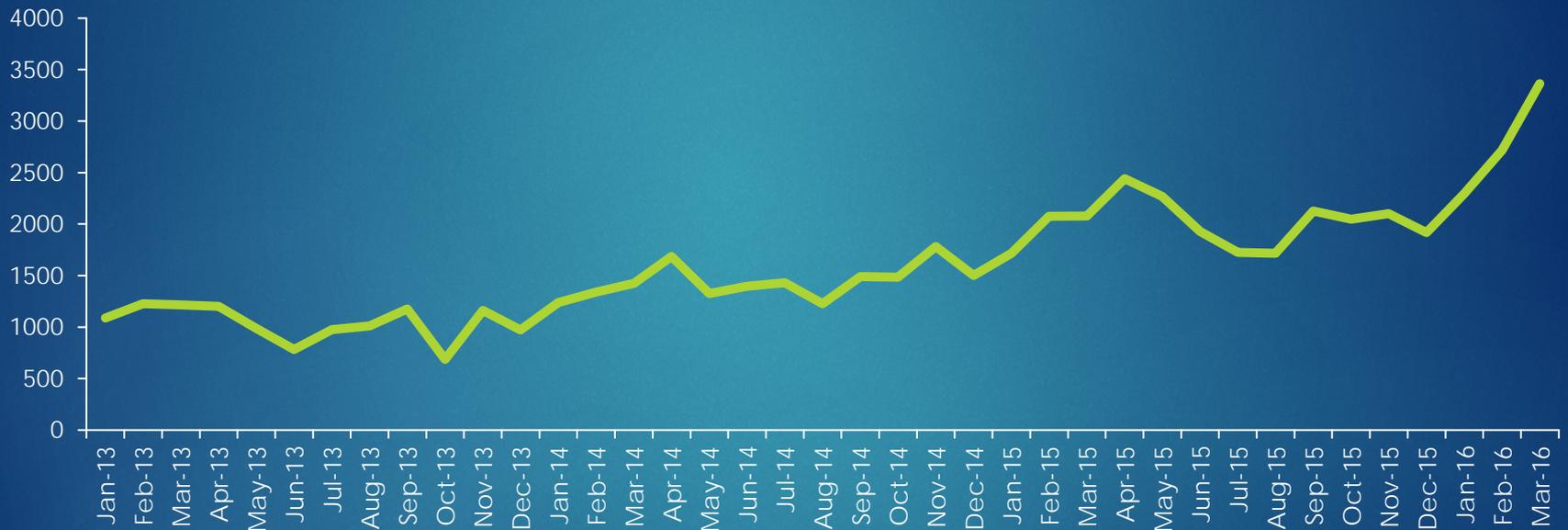
Overview

- ▶ Recap of where we are
- ▶ Mission and Vision
- ▶ Portal Strategy Overview
- ▶ Next steps



What is driving Portal Strategy?

Monthly Water Quality Portal Visits
January 2013- March 2016



- ▶ Portal's demonstrated success in high volume of visits and associated downloads of over 40 billion discrete result records in October 2015 alone.

Where are we

- ▶ Discussions began in Cincinnati
- ▶ Draft vision survey Dec 2014
- ▶ Portal vision discussion Boise Feb 2015
- ▶ Updates and discussion over Summer 2015
 - ▶ Portal strategy to support vision
- ▶ Portal strategy discussion Tuscaloosa Dec 2015
 - ▶ Working session on mission and vision
- ▶ Portal strategy presentation to WIS Feb 2016
- ▶ WIS Feedback March 2016
- ▶ Council Presentation April 2016



Survey Takeaways

- ▶ Conducted Survey Dec 2014 and discussion Boise Feb 2015
- ▶ Reasons to use Portal – Search for data
- ▶ Challenges to using the Portal – Staff, funding, other
- ▶ Like least about the Portal – the mapping and query interface
- ▶ Like most about the Portal – access to data and ease to query
- ▶ What want more of from the Portal – more federal partners and simple data displays

Mission and Vision

▶ Vision

- ▶ Be the premiere source for water quality data for everyone, everywhere.
 - ▶ Vision: what is our desired end state? What are the major issues or problems? What would success look like?

▶ Mission

- ▶ Provide easy access to all water quality data, facilitate improvements in data quality, and enhance data discovery and data summaries to inform sound water-quality decision making at local, state, regional, and national scales.
 - ▶ Mission: Why we exist, Who are we, what do we do, why do we do this work and for whom?

▶ Scope

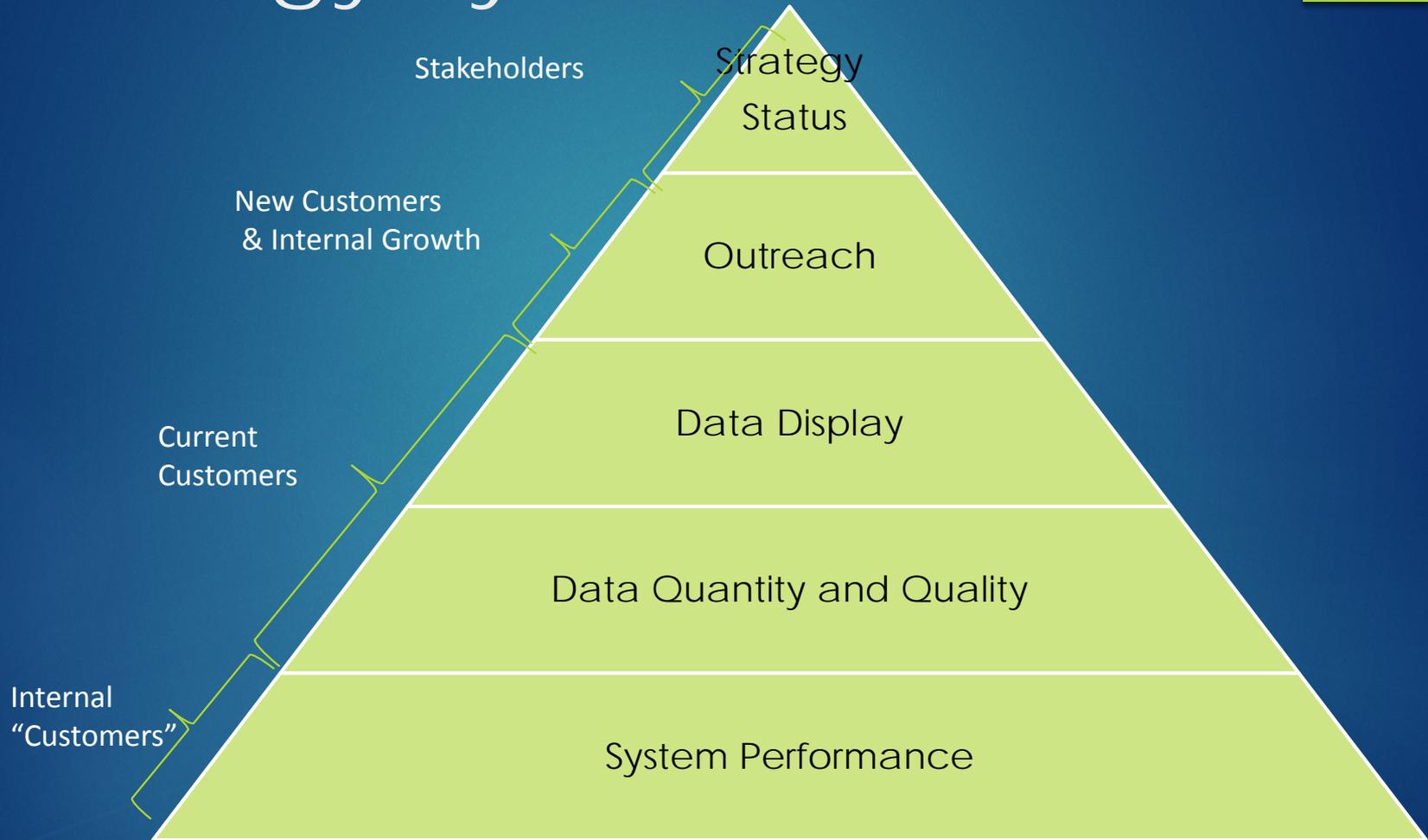
- ▶ Water quality data collected from discrete samples of ambient surface and groundwater in the United States.
 - ▶ Scope: What types of data, and where, will we focus on?

Portal Strategy

- ▶ Portal Strategy Pyramid
- ▶ 5 sections of the Strategy
- ▶ Next Steps

Strategy Pyramid

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Relationship of 5 Portal Strategy Sections to Customer Groups

System Performance

- ▶ The foundation of the Portal and Strategy success to deliver high quality data quickly
 - ▶ Includes the development, operation and maintenance of the Portal hardware (e.g. servers)
 - ▶ Keep necessary software and system components fully functional and up-to-date.
- ▶ Goals for 2016
 - ▶ 1.1 Improve EPA delivery to Portal in STORET data transfer design plan
 - ▶ 1.2 Improve USGS delivery to Portal with expanded BioData mapping to WQX and data from NATDB
 - ▶ 1.3 Assess Portal platform and develop Portal system platform update plan

Data Quantity and Quality

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- ▶ Quantity. Portal contains over 270 million physical, chemical and biological data records.
 - ▶ There are still vast amounts of data from federal, state and tribal agencies, watershed monitoring groups and other sources which are not yet available via the Portal.
 - ▶ The Portal currently does not serve habitat, metric, or index data.
- ▶ Quality. There are still many inconsistencies in how data and metadata have been recorded by data owners including incorrect units and transcription errors.
- ▶ Goals for 2016
 - ▶ 2.1 Reduce data-in barriers by holding WQX Web training webinars
 - ▶ 2.2-5 Work with states to submit more data, explore Legacy STORET
 - ▶ 2.6-8 Identify Data Quality issues, generate data quality plan and begin addressing issues.

Data Display

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- ▶ There is a demand to make the data from the Portal more useful or more easily incorporated into an analytical tools, statistical packages, or water quality models to support water managers to make water resource decisions.
- ▶ Goals for 2016
 - ▶ 3.1 Review with WIS the current Portal Functions and identify a plan for new functions on data quality, monitoring trends and mapping.
 - ▶ 3.2 Plan to develop one new analytical data tool for data discovery or assessment.
 - ▶ 3.3 Start a WIS focus group to drive new development

Outreach

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- ▶ The full Council needs to communicate both the Portal's success and its value to both internal and external partners.
- ▶ Goals for 2016
 - ▶ 4.1 Increase Council Knowledge by developing outreach plan, factsheet and conduct webinars
 - ▶ 4.2 Identify data users and uses to develop a data user community framework and use case profiles
 - ▶ 4.3 Identify new data suppliers, e.g. (1) new federal partner and (3) new state data suppliers
 - ▶ 4.4 Write a peer reviewed paper on the Portal
 - ▶ 4.5 Promote the portal at national meetings

Strategy Status

- ▶ The Portal will be able to support the Council in setting strategic goals, planning, reporting monitoring status and trends, and attracting new collaboration opportunities.
- ▶ The Council will have access to quick displays and views of the Portal's holdings and active monitoring (e.g. in a watershed) to better communicate water monitoring activities with partners.
- ▶ Goals in 2016
 - ▶ 5.1 Identify status of monitoring data/programs to identify data partners and display needs. Develop a view or map display of water monitoring partners and data holdings
 - ▶ 5.2 Identify new collaboration opportunities to display active monitoring to support coordinated efforts

Next Steps

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- ▶ Feb - Hold discussions with Council on Strategy
- ▶ Mar - Regroup with WIS on Portal strategy
- ▶ Apr - Complete strategy and timeline through 2021
- ▶ May - Present at NWQMC in Tampa
- ▶ Aug - Implement for FY2017 NWQMC and Portal planning
- ▶ Dec – Revisit to evaluate performance



Should we adopt this
strategy document?