Databases for River and Watershed Groups

Presentation for the Oregon Conservation Partnership
by Baird Straughan of LeadGreen
(also developer of WaterGrass)
Growth in Individual Giving for Organizations with Data...

- in written lists: -94%
- in spreadsheets: 38%
- in multiple databases and spreadsheets: 47%
- in a single database we all share: 98%

For matched status reports with > 1000 days between them.
The databases Oregon groups use now:

- Excel (64%)
- None at all (14%)
- Quickbooks (14%)
- Little Green Light (7%)
- In their text comments users also mentioned Access, Fulcrum (mapping/data collection), ArcMap, Gmail, Mailchimp

16 Oregon groups responded to this survey between 10/8 and 10/12/2017
What Oregon respondents want to be able to do:

- Track outreach and participation (3)
  - Email list, workshop registration, generate letters
- Track projects, landowner permission forms, grant agreements, photos, reports all in one place (4)
  - Match contact to site information
- Track project results and resources conserved; (2)
  - Represent projects and results spatially with enough metrics to summarize basic results
- Unify all this information in one place (2)
What are your biggest obstacles?

- Lack of funding/staff time (4)
- Need training in the database (4)
- Poor data collection in the past or currently (4)
- Need consistent format for data collection (1)
- Fear of implementing online payments and then being hacked (1)
- Needs a simpler interface
- Don’t have anyone to program it for us
- Inadequate staff commitment
  - “Luddites”
Examples of Project Tracking

Mapping Water Quality Results by Sites

- Infowindows on Google Maps or Mapbox, generated real-time from the database
- Can handle multiple layers

Allow Lead Volunteers (Site Leaders) to Set up Events

- And have their participants sign up online
- And submit reports on mobile. Mobile Reports from Field Ambassadors
  - including photos from the field
Three main considerations:

- **Organizational ability**
  - Ie. Does your organization currently gather data in a uniform manner, or does that need to be developed?
  - Are you at ease with complex software?
  - Do you need training?

- **Motivation**
  - Ie. Is the staff motivated to change to a new way of doing things?

- **Software**
  - Does the software match your needs and ability?
  - Does it have support, if you need it?
Demonstrate the “Choosing a Database” web app.

- These webpages are actually built on a client relationship management system (CRM) called WaterGrass. It captures users data.
- After Step 5 we’ll pause for questions.
Satisfaction vs. Cost in databases with >3 responses

Survey of Databases for River and Watershed Groups, 2015-2016
Questions

- Tracy: Planning to grow, need basic databases.
- Katie: Do CRM’s have a survey capacity? Yes, and they integrate with programs like SurveyMonkey.
Next Steps:

- Would you like to talk about how to add Project Tracking to a database? We could have a follow-up call.
- Connect Conference (April 17-19 2018)
- River Rally (Lake Tahoe, CA,
- Contact Baird for more info. baird@watergrass.org
- Ryan Carter at River Network can be a resource person as groups look for their own databases.
Resources

The “Choose a Database” tool. (We’re still fixing the final recommendations on the last page, but you can click on the software in each category to see our write-up.)

Here's the full Survey of Databases for River and Watershed Groups. Enter your data here to help us track satisfaction with databases.

Here are the condensed findings for the last two years:

Best Databases 2015-2016