

# Databases for River and Watershed Groups

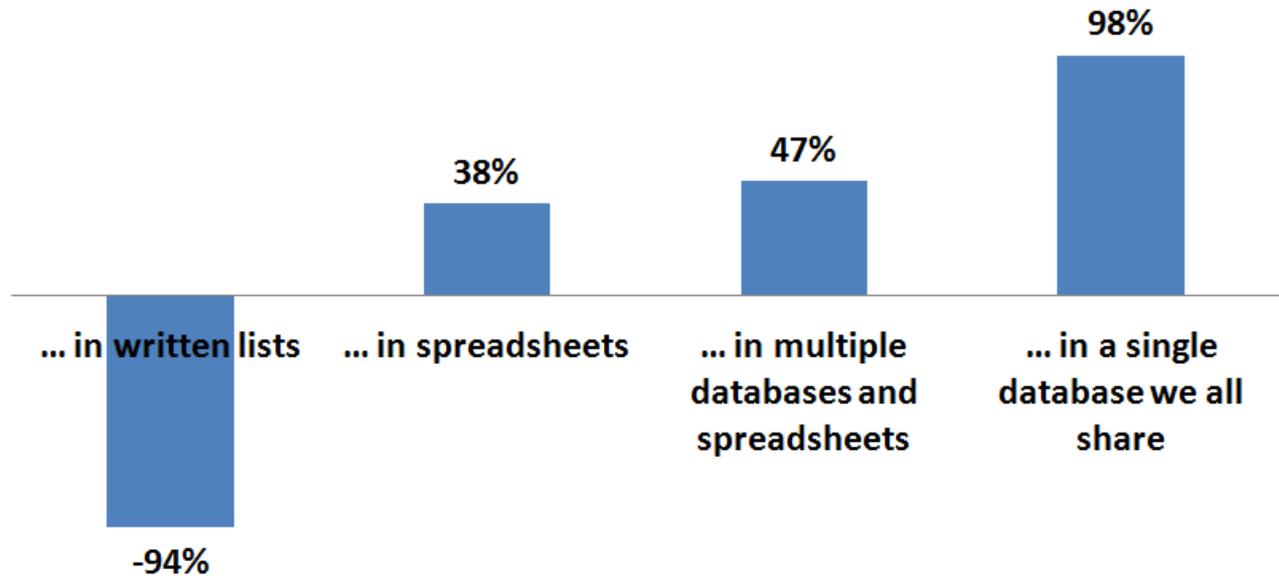
Presentation for the Oregon Conservation Partnership

by Baird Straughan of LeadGreen  
(also developer of WaterGrass)



# Data-bases Matter

## Growth in Individual Giving for Organizations with Data ...



*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
  - I.e. 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
  - I.e. 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?

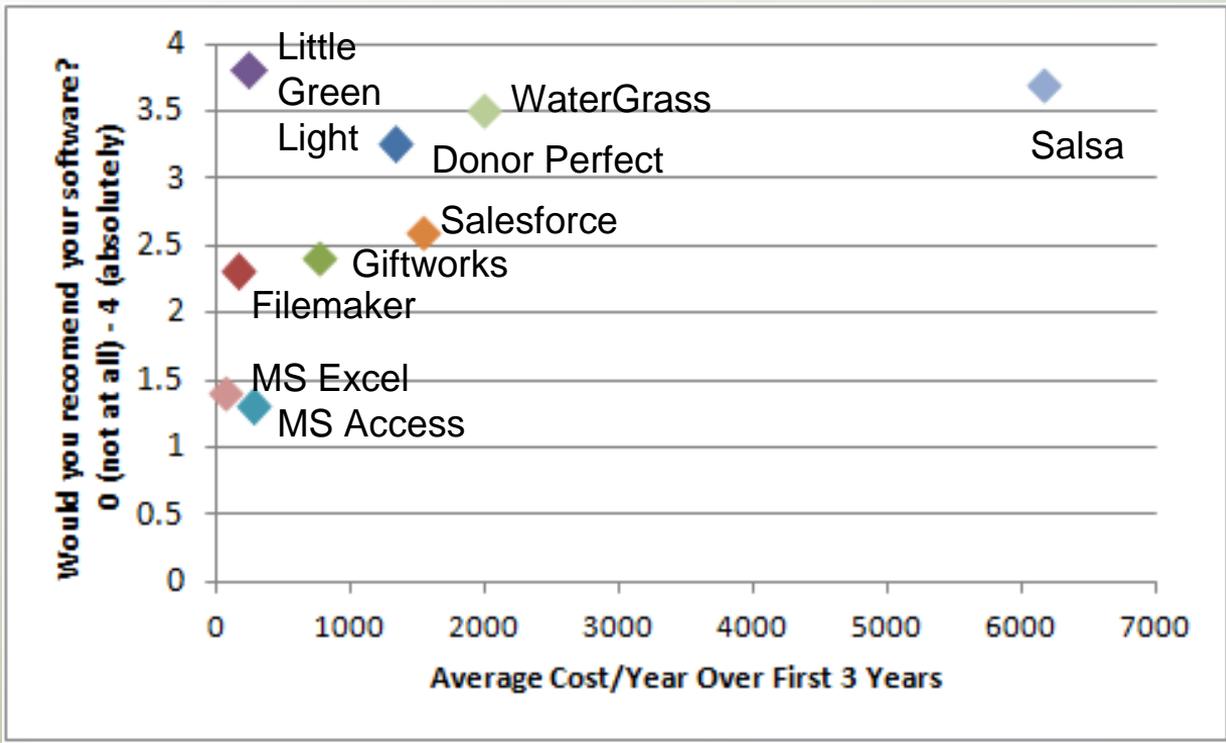


# Demonstrate the “Choosing a Database” web app.

- 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



# 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](mailto:baird@watergrass.org) 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](#)

