

San Francisco Bay Fund Inventory of Projects

Final Report: Phase III (C-2002-0693)

Updated October 2004

Information about restoration projects is usually extremely elusive. The University of California Water Resources Center Archives (WRCA) addressed this problem for restoration projects that received grants from the San Francisco Bay Fund in 2000, 2001, and 2002. WRCA received three years of grant funding from the San Francisco Foundation to complete the *San Francisco Bay Fund Inventory of Projects* and to perform related outreach. This final report for Phase III (C-2002-0693) of this project reviews the objectives, accomplishments, and challenges of the entire project.

1. Objectives & achievements (Phases I, II & III)

Objective 1: Add SF Bay Fund projects to a centralized repository of restoration projects, the Natural Resource Projects Inventory (NRPI) (<http://endeavor.des.ucdavis.edu/nrpi>), maintained by the Information Center for the Environment (ICE) at UC Davis. The Inventory is searchable by the public and can provide access to information about statewide restoration projects at all stages of completion.

Phase I (C-2000-0593): WRCA grant staff gathered information for NRPI. This involved interviewing each grantee, filling out a physical form, and mailing the form to ICE staff to enter.

Phase II (C-2001-0395): ICE staff developed a Web-based form for NRPI submissions, which streamlined certain aspects of the data gathering and submission process. WRCA grant staff assisted in beta-testing the new form. Grantees still required assistance in completing the form, so WRCA grant staff contacted all Phase II grant recipients to help them fill out and submit the new form.

Phase III (C-2002-0693): WRCA grant staff once again assisted grantees (including several new grantees) in filling out the NRPI form.

Objective 1 was successfully completed. Inclusion in NPRI has made the SF Bay Fund projects more accessible and visible to a statewide audience of practitioners and the interested public.

Objective 2: Provide access to additional information about the SF Bay Fund projects.

Phase I: Grant staff designed an initial San Francisco Bay Fund Inventory of Projects Web page listing all of the projects funded in 2000, with links to their respective NRPI project descriptions. A clickable county map was designed with technical assistance from NRPI staff at UC Davis.

Phase II: Grant staff added the 2001 grantees to the SF Bay Fund Inventory of Projects Web site and updated existing information. WRCA staff and grant staff decided to create a more dynamic Web presence by developing a separate Web page of standardized information for each grantee

project. These Web pages are hosted by WRCA (www.lib.berkeley.edu/WRCA/bayfund). Grant staff worked with grantees to gather information for their individual Web pages, and designed and implemented the Web pages. The SF Bay Fund Inventory of Projects became a robust Web site with the addition of the 2001 grantees' Web pages. The Web pages have helped excite and encourage the 2002 grantees to more readily submit information.

Phase III: Grant staff began adding the 2002 grantees to the SF Bay Fund Inventory of Projects Web site and updated existing information. Web pages for the 2002 projects still need to be completed and mounted. (See 2 below—*Objectives not yet completed*). WRCA grant staff have contacted all of the 2002 grantees and acquired the necessary information for the individual Web pages, including acquiring permissions, photographs, documents, and location and volunteer information. They still need to create the organizational Web pages using this information. Approximately half of the 2002 grantees are the same as those in 2001. For those that were newly funded in 2002, new Web pages will be created.

Objective 2 has been partially successfully completed. The SF Bay Fund Inventory of Projects Web site already complements and augments NRPI in providing accessible information about SF Bay Fund projects. The final product, expected by November 30, 2004 will fully achieve this objective.

Objective 3: Publicize the SF Bay Fund Inventory of Projects to local communities, especially ethnic minorities and disadvantaged communities, to stimulate interest and awareness in the local environment.

Phase I: Grant staff designed a postcard that included the SF Bay Fund Web site address and mailed the postcard to public schools (K-12), public libraries, and businesses in the vicinity of the SF Bay Fund projects to make local residents aware of the restoration projects taking place in their communities and of the SF Bay Fund Web site as a resource for learning more about them.

Phase II: Outreach efforts were not undertaken during Phase II.

Phase III: Grant staff will repeat the Phase I outreach effort. In addition, the SF Bay Fund Inventory of Projects will be advertised in local newsletters. (See 2 below—*Objectives not yet completed*). The success of the project will be determined by evaluating how often the Inventory is visited online and whether the rate of access increases.

Objective 3 has been partially successfully completed. Completion is expected by December 31, 2004.

2. Objectives not yet completed (Phase III)

To date, Web pages for the 2002 projects are being finalized and will be mounted by the end of November 2004. Outreach to the community still needs to be completed. Acquiring the necessary information and designing the Web pages for the 2001 grantees was more time-consuming and complex than anticipated. It required many additional interactions with each

grantee. We are pleased that our efforts are already being appreciated: we have received many compliments from the grantees about their Web pages.

Since grant funds have already been spent, the project is being completed with in-kind donations of time and materials from WRCA staff and grant staff.

(WRCA received an extension for the 2002 project award because the start of the 2001 project was delayed. The revised project completion date for Phase III was October 31, 2003.)

3. Lessons learned (Phases I, II & III)

This project was definitely more time-consuming than anticipated and would be impossible to continue on a larger scale without a much larger staff and budget. It was a good first step to submit profiles of all the projects to NRPI. Using Web pages as a form of outreach to the community was also a good idea. Many of the volunteer activities described on the Web site offer students the opportunity to get more involved in these projects. Getting schools more intimately involved in restoration projects of this type would require a more extensive, hands-on outreach program and a larger budget.

It would be interesting to meet with all of the SF Bay Fund grantees to assess whether the Web pages have succeeded in drawing more attention to their projects and organizations, and to get a better sense for how the Web pages are being used. It would be interesting to send several follow-up emails to the grantees, possibly one each quarter for the next year, to determine whether the Web pages continue to create interest in their organizations and to solicit additional comments from the grantees.

The grant staff member hired for Phase I did not continue. Having to hire and orient new staff for Phase II was difficult. Fortunately, the Phase II staff continued on for Phase III.

4. Greater significance of project to WRCA (Phases I, II & III)

This projects benefited WRCA in a number of ways. Meeting and working with the NRPI staff at UC Davis mutually extended our networks. Through the direct interactions of WRCA grant staff with local organizations, WRCA staff learned more about their work and they learned about WRCA. In many cases, the principal investigators of the restoration projects were people that we had already wanted to contact, and the project gave us that opportunity. Hosting the SF Bay Fund Web pages has also increased traffic on the WRCA Web site and thus brought more visibility to WRCA.