

# Appendix 1

## Example of Creative Brief for Digital Library Portal Development

### **Project title: Deschutes Basin Explorer Phase 1 Portal**

#### **Background/overview**

The Deschutes Basin Explorer (phase 1) will be the first of two eastside basin portals for the Oregon Explorer. Funding is provided by the Oregon Watershed Enhancement Board.

#### **Project partners**

1. Crooked River Watershed Council
2. Upper Deschutes Watershed Council
3. Deschutes River Conservancy
4. Deschutes Land Trust
5. Trust for Public Land
6. Oregon Watershed Enhancement Board
7. OSU Extension
8. OSU Cascade campus (local point of contact)

*Note: at the kick-off meeting it was decided that we would try to be as inclusive as possible in adding new partners who are supportive of the focus and scope of this project.*

#### **Project objectives**

1. Create a useful basin portal.
2. Allow users to quickly and easily determine conservation and restoration opportunities in the basin and associated counties.
3. Expand and make accessible a comprehensive bibliography on salmon restoration in the basin.
4. Digitally archive key basin documents, data, photos, and videos.
5. Highlight the Deschutes Special Investment Partnership (SIP) funded projects.
6. Update Oregon Explorer county pages with Deschutes Basin Explorer tools and content.
7. Promote K-12 educational opportunities and learning locations in the basin.
8. Explore ability to announce current events in the basin.
9. Create a governance document to address long-term roles and responsibilities of portal partners.

#### **Target audience**

- Conservation groups: watershed councils, soil & water conservation districts, land trusts and conservancies
- Interested citizens and landowners
- Agency staff
- Teachers, educators and students

**Tagline:**

Information to help local citizens and policymakers make better decisions about natural resources, including watersheds and fish populations, in Oregon's Deschutes Basin.

**Key messages: *With the Deschutes Basin Explorer...***

- You can access and use basin-level conservation and restoration data to identify restoration and conservation opportunities.
- You can learn about anadromous fish reintroductions and water flow restoration in the basin.
- You can access K-12 natural resource educational materials and information about specific learning locations.

**Key topics**

- Ecosystem Diversity
- Watershed Restoration
- Recreation
- Native American Tribes
- Fire and Fire Risk

**Key places**

- Deschutes Basin
- Watershed Councils
- Counties
  - Crook County
  - Deschutes County
  - Hood River County
  - Grant County
  - Harney County
  - Klamath County
  - Lake County
  - Jefferson County
  - Sherman County
  - Wasco County
  - Wheeler County
- Ecoregions (Level IV)

**Key data (spatial)**

- Ownership data (taxlot, public lands, etc.)
- Fish data (distributions, barriers, etc.)
- Habitat data (wetlands, riparian, habitat priorities, etc.)
- Water quality data (flow, 303d listing, etc.)
- Conservation opportunity data (Oregon Conservation Strategy, local strategies, etc.)

**Key documents**

Generate a bibliography with a prioritized list of materials to be compiled and digitally archived.

**Key photos (historical)**

- OSU Archives
- Prineville Bowman Museum
- Deschutes Historic Society
- Central Oregon Community College's Central Oregon Photograph File

**Tone and perception**

- Address the target informatively and neutrally (without bias)
- Support informed decision-making

**Additional information**

- Link to work on Lakes Basin Explorer phase 1
- Link to work on Wetlands Explorer
- Link to work on Oregon Spatial Data Library
- Links to possible work on Deschutes County Page and GreenPrint project

**Creative and technical requirements**

- Consistency with "Oregon Explorer" design and functionality
- Incorporate recommended Oregon Explorer system architecture and mapping tool changes

**Deliverables and Milestones**

- Kick-Off meeting – November 11, 2007
- Deschutes Basin Explorer portal shell and preliminary content – February 12, 2008
- Deschutes Basin Explorer portal public launch – to be determined
- Project and contract end date – April 30, 2010
- Final report due date – May 30, 2010