Story Map & Outreach Survey Results

July 28, 2022
PFO Work Group
Story Map Feedback
Types of Information to Add

- Illustrated graphics: 76.92%
- Data & figures: 69.23%
- Stories & quotes: 69.23%
- Other: 61.54%
- Photos: 46.15%
- Video clips: 38.46%
- Maps: 30.77%
- Nothing needs to be added: 7.69%
What needs to be added?

- Historical data to contextualize current conditions
- Accessible, interesting visualization of data
- Emphasis on the urgency of this work
- Examples of projects and strategies
- More information tied to geography/location
Outreach Feedback
Describe the challenge and strategy:

Not enough water to satisfy demand.

Over-appropriated water resources.

Maintain and improve resilience.

Cool, clean water for all needs.

Long term solutions for a water stable future.

Mutual benefits for people, farming, fish, habitat.

Inclusive, collaborative coalition.
Most Effective Materials

- Interactive maps: 58.33%
- Social media posts: 50.00%
- Newspaper, radio, TV: 50.00%
- Flyers: 33.33%
- Website updates: 25.00%
- Email updates: 25.00%
- Other: 25.00%
- Fact sheets: 8.33%
- Video clips: 8.33%
Most Effective Methods

- Organizing community events: 66.67%
- Posting on social media: 58.33%
- Partnerships with organizations: 58.33%
- Existing community gatherings: 41.67%
- Disseminating through email: 33.33%
- Posting on a webpage: 33.33%
- Disseminating hard copies: 8.33%
- Other: 0%