

## OUTREACH GRANT INFORMATION/DEMONSTRATION NW COLORADO AQUATIC RESOURCES GUIDE PILOT

Conducted by: Colorado Big Country Resource Conservation and Development, Inc  
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Project Partners: US Bureau of Reclamation, USDA Natural Resource Conservation Service,  
National Park Service, River Keeper, Inc., Sonoran Institute,  
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**T**he Northwest Colorado Aquatic Resources Guide was a pilot project to link like-minded entities in the area of river conservation together for the purposes of cooperation, collaboration and river stewardship via a web based directory.

The idea was to identify individuals who should be “at the table” when issues concerning non-point source pollution arise. The goal was to provide a one-stop-shop for local technical and financial assistance to prevent and/or treat identified non-point source problems such as agriculture, urban runoff, construction, mining, and sewage disposal.

The Roaring Fork River Basin was selected due to the availability of a knowledgeable resource. The design of the database was turned over to a designer who found the 1000 entries, cross-referenced by attributes to be daunting. A second designer completed the directory in December 2003.



At the same time, Colorado Big Country RC&D compiled a data bank of organizations concerned with water within the Roaring Fork Basin. Over 450 individuals were contacted and encouraged to view a PowerPoint presentation about the database effort at the Colorado Big Country’s web page and begin to enter data. No entries resulted from this mail promotion. Telephone, email and personal visits resulted in 25 entries.

After five months of beta testing the site, fewer than 400 individuals had visited the website and no new organizations had been added to the directory. The original concept assumed that individuals would be eager to add their information to the directory and would tell their friends. Instead, the capabilities of the World Wide Web exploded, making a regional, limited database unneeded.

It was decided that the cost of maintaining the database far exceeded the benefit. The directory was taken offline at the termination of the contract with the web designer (October 2004).