

Tell the Story:

6 years ago USGS published a report on how Pine Beetles are impacting Water Availability in the Colorado River Basin.

Yesterday CNN ran a story where two hydrologists were highlighted discussing pine beetles. They were not USGS. USGS was not referenced.

Imagine that same clip incorporating USGS employees.

Imagine if we had reached out to our stakeholders.

Take Ownership of Water Availability

Take home = we have to change our culture in how USGS takes ownership of our science

Ability to tell stories at multiple scales and places is key to our ability to take ownership

Imagine if we have changed our culture that raises our visibility of our science – that is what will get our funding partners the desire to increase our appropriations.

How we will implement this in the near future – address the initial implementation

Implementation Phase:

- 1) Take advantage of existing DOI and USGS investments in Water Census
- 2) Use this as a framework for telling these USGS science stories
- 3) To do that we will need to work with employees involved in the program to help them become comfortable and effective at telling stories
- 4) Recognize that leadership will need to be comfortable with employees telling stories
- 5) Identify stories that USGS wants to tell and work with scientists to screen their stories to meet the public needs.
- 6) Public needs are captured by the headlines and activities that are occurring across the landscape (is this reactive or does this kick-start something that we can share a story on)
- 7) Congress - Here are some key linkages to the general public, our capabilities and mission.
- 8) Need to do that in a timely fashion
- 9) Quality of our science is essential to the USGS mission – work with OSQI to make sure those stories are relevant.
- 10) Representatives from OSQI, OC, SPN need to participate in the team to implement the initial program
- 11) Team would help identify the stories that will be most effective to tell.

Changing our stories so that they are now reflective of what the public wants to make the emotional connections. Through the stories that we tell, we will link to the needs of our funders.

Water Availability is the future of USGS:

USGS is going to own Water Availability because it is our mission statement; impacts important, life impacting decisions; we can focus on this without other mission areas being impacted; we have a national and international presence; and it addresses the whole water system.

Secure Water Act 2009 – called for USGS to establish of a national water availability and use assessment program. Leads to development of a national water census.

National Water Availability and Use had not been done since 1978

Report in a way that is useful to states and others responsible for water management and natural resource issues.

Identified the issue that we need to raise the visibility of USGS Water Science to attain more appropriated funding.

What if we had ownership of

How do we use our stories and change the culture to tell our stories?

Start with a subset of Centers to pilot an effort to work with Cetner to craft stories

OC and SPN to do in a timely manner

Bureau approving officials and OSQI in a way that maintains our science integrity.

Do we focus the pilot on a Center to a Subject matter?

WaterSmart – joint program (BOR has most of the funding); budget initiative

= water use, focused studies of water demand vs. water use; competing demands.

Water Census – function by which we address the budget initiative (at this time it is supporting

WaterSmart) – two defined areas are water demand and consumptive use

We need to expand this focus.

Colorado River Basin

Delaware River Basin

Appalachicola Basin

Pilots are -

Southwest Alluvial Basin

Great Lakes

Through our current Water Census to we target issues within the regions related to the Water census that USGS needs to take ownership of this through Center level storytelling.

Take current focus areas as our starting point.

We have capabilities that relate to this that we can expand on.

Need to do a better job of making the connection from this program to the public.

Water Strategy Team in OC

Constant communications with partners on hot issues. We tend to get myopic since it is discussed by program. Individually the issue might not be important

Water Availability is the issue of the future.

Recognize employees need to be comfortable with telling their stories.

Present our definition of water availability first