

Concept Paper – “Why are we doing this?”

Acknowledge the role of the sponsoring organization:

Team Quattro appreciates the opportunity to provide the Department with a new idea that may further our collective vision of providing water for people and the environment. The MDP has allowed each of us to collaborate across Divisions and use new-found techniques to complete this project and other projects more rapidly.

1. Describe Team Quattro:

Team Quattro has six members but was assigned the Group Number 4. We are engineers, a geologist, an environmental scientist, and an administrative professional. Tracy Ching, Brian Moniz, and Geoff Shaw, Mark List, Jim Gleim, and Elaine Hall are Team Quattro.

2. Identify the Problem:

DWR’s role in California life is misunderstood, often criticized and rarely celebrated. The actual work of the Department is critical to life in California. Yet, Californians seemingly travel through their lives with little knowledge or harmful misperceptions about the Department. This mobile application is determined to change that. DWR has recreational facilities, does environmental restoration and enhancement, and provides grants and loans to communities to improve their water infrastructure. These activities are in addition to the administration of the greatest engineering project in the United States, the State Water Project.

3. Assessment of previously applied methods:

Public Information Officers, Legislative Liaisons, Communications Directors, blogs, Facebook, Public forums and In-Person meetings have been used in the past to explain DWR’s unique role in enhancing and protecting the human, aquatic, and terrestrial environment. All of these methods of engagement met with success. A mobile app touting the why, where, and how of what the Department does can help explain to politicians and the public how we are succeeding.

4. Explain how we will meet the need:

Develop an “app” for mobile phones that tells the user what we are doing in California. Information about the State Water Project, Flood Control, and Environmental Restoration activities are the main focus of the app. The app will have brief descriptions, pictures, and limited financial information about various aspects of Department projects. It will be easy to download and free. We can give it to legislators and other constituents. It will have embedded links that point the user to strategic locations where they can get more in-depth information about the Department.

5. Outline your intended objective:

The objective of the app is to inform the public and politicians about the positive work the Department is doing in their neighborhoods and districts.

6. List the resources necessary to offer the services:

Project descriptions and locations from DWR people, financial information from Bond Accountability, expertise from DTS about app development, examples of similar apps, labor from Team Quattro.

7. Establish a timeline for delivery of the services:

Project Descriptions of DWR projects within a 50 mile radius (need at least 3 projects for faux app); this is required by August 15.

Financial Information from DWR Bond Accountability is required by August 15.

Expertise from DTS will require a meeting with DTS and Team Quattro before August 15.

Examples of similar apps that use the same idea are required before August 15.

8. Amount of funds that Team Quattro is requesting:

Team Quattro is not requesting funding to develop this Concept.

9. Summarize the Concept Paper by describing the outcome:

Demonstrate a mobile application at a presentation to DWR Governance that allows the user to select DWR designated "points of interest" and have physical and financial information about those "points" appear.

Team Quattro

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California, USA