Successfully Crowd-Sourcing Coastal Data

Wes Shaw
Blue Urchin, LLC

MyCoast
2 Scenarios
Massachusetts | Storm Damage
South Carolina | King Tides
Help Chronicle Our Changing Coast

You Make MyCoast Go

~850 Contributors
~3600 Reports
~6500 Photos
(ill-advised live demo)
Live Now

• South Carolina
• Massachusetts
• Rode Island
• New Hampshire
• Maine
• Connecticut

Live by July

• Texas
• Louisiana
• Mississippi
• Alabama
• Florida
Maximize

1. Data Quantity
2. Data Quality
3. Data Utility
How do we maximize ...

Quantity?
Make it Easy
Help Chronicle Our Changing Coast

You Make MyCoast Go

~500 Contributors
~3000 Reports
~3000 Photos

Use MyCoast to document tide, storm damage, beach cleanups, and more. Coastal data analysts, emergency managers, and others rely on your reports to make better decisions.

Next high tide in 8 hours
at 3:30 pm (1.4 ft)

Share location with state coordinators

Add Report
Automate Everything Possible
1. User
2. Date/Time
3. Location
4. Weather
5. Tide status
6. Water level
Make it Fun?
Cleanup Leaderboard

Not that it’s a competition. Well, it’s kind of a competition.

<table>
<thead>
<tr>
<th>User</th>
<th>Days spent</th>
<th>Items found</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chad Tucker</td>
<td>1</td>
<td>1,005</td>
</tr>
<tr>
<td>Jenn Nelson</td>
<td>1</td>
<td>523</td>
</tr>
<tr>
<td>Holly Feltner</td>
<td>7</td>
<td>303</td>
</tr>
<tr>
<td>Jen Westerfeld</td>
<td>1</td>
<td>294</td>
</tr>
<tr>
<td>Sarah Moore</td>
<td>1</td>
<td>114</td>
</tr>
<tr>
<td>Karen Davidson</td>
<td>1</td>
<td>14</td>
</tr>
</tbody>
</table>
How do we maximize... Quality?
Automate Everything Possible
Text typed into the box below will be sent via app notifications to the users listed in the sidebar to the right. As different devices have different allowances for how much text they'll display, we recommend keeping it very brief to ensure it fits in all alert boxes on all users' devices.

- Send notification to all South Carolina users
- Send notification to everyone currently shown on map

Please note that text longer than the box below may be truncated when viewed in the notification bar on the phone. Please keep messages short and sweet!

Message to send:

SEND
How do we maximize... Utility?
Sorted by Submission Date and Time

📍 **Scituate, MA** ⚠️ Damage | 🕒 April 10, 2016 at 8:19 am | ⬆️ William Schmid
Submitted 1 month ago

📍 **Scituate, MA** ⚠️ Damage | 🕒 April 10, 2016 at 8:10 am | ⬆️ William Schmid
Submitted 1 month ago
<table>
<thead>
<tr>
<th>Report Type</th>
<th>Location</th>
<th>Damage Reported?</th>
<th>Reporter</th>
<th>Date Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storms (2205)</td>
<td>All Locations</td>
<td>Y (1952)</td>
<td>All Reporters</td>
<td>Start Date</td>
</tr>
<tr>
<td>Tides (23)</td>
<td></td>
<td>N (253)</td>
<td></td>
<td>End Date</td>
</tr>
</tbody>
</table>

**Filtered Results**

Showing Results
1-25 of 2228

Sort By
Newbury, MA | February 12, 2016 at 10:32 am | Ron Stelline

"Other photos will be attached to other reports for this date. Significant damage was observed well after the storm event on Monday on Friday of this past week."

Newbury, MA | February 12, 2016 at 10:32 am | Ron Stelline

"Anything else you’d like to add to this report?"
What have we learned?
1. There's no set-it-and-forget-it option
# iOS App Store Versions

Versions shown below are your App Store Versions.

- Version 3.0.41
- Version 3.0.40
- Version 3.0.36
- Version 3.0.34
- Version 3.0.33
- Version 3.0.28
- Version 3.0.22
- Version 3.0.12
- Version 3.0.9
- Version 3.0.8
- Version 3.0.5
- Version 3.0.2
- Version 2.0.0
- Version 1.1.29
- Version 1.1.23
- Version 1.1.21

## Version 3.0.54

**Activity**

- Ready for Sale
- Processing for App Store
- Pending Developer Release
- In Review
- Waiting For Review
- Prepare for Submission
- Rejected
- In Review
- Waiting For Review
- Prepare for Submission
- Developer Rejected
- Waiting For Review
- Metadata Rejected
- In Review
- In Review
- Prepare for Submission
2. There are things technology is good at
Quantitative data gathering
Data display
User engagement
3. There are things technology isn't good at.
Initial engagement
Quality control
What questions to ask and how to ask them
Thanks

MyCoast.org

wes@blueurchin.com

NOAA, SC-DHEC, NROC, GOMA, NWS