



**Oregon Invasive Species
Online Hotline**
CPB Public Media Innovation Grant



Introductions

- John Kin
 - OPB Web Producer
- Ben Kerney
 - OPB programmer/developer
- Lisa DeBuruyckere
 - Oregon Invasive Species Council
- Tania Siemens
 - OSU Sea Grant/The Nature Conservancy



Online Hotline

- The Oregon Invasive Species Online Hotline is a web-based reporting and social networking tool intended to get the public involved in identifying new outbreaks of invasive species in Oregon.
- Part of a year-long campaign by OPB and partner organizations to raise public awareness about invasive species
 - Silent Invasion documentary (aired April 2008)
 - Companion Web site
 - Printed “Garden-Wise Guide”
 - Volunteer events.



Online Hotline: Hypothesis

If OPB can create an easier and more effective way for the public to exchange information with the established network of invasive species experts in Oregon, we will be able to greatly increase the number of reports received from the public and provide experts with a vital source of early-detection information to help them identify and stop the spread of new invasive species.



Online Hotline: Project Goals

- Improve on the state's efforts to control invasive species by creating an "early-detection" tool for identifying new outbreaks
- Provide invasive species experts a more effective platform for connecting with and receiving information from the public
- Increase public awareness of the issue by providing a forum for the public to ask questions and get positive identifications of potential invasive species they have found
- Expand the reach and impact of OPB's



Site Demo

- www.oregoninvasiveshotline.org



Project Development Process

- Project started in December 2007
- Site Launched late April 2008 in conjunction with Silent Invasion Broadcast
- Timeline
 - Two months of design and prototyping
 - Three months of programming, development and testing
 - Site has been running for 8 months



Project Development Process

- Production Team
 - Site Producer
 - Associate Producer
 - Database programmer and developer
- Advisors from OISC helped with project planning and feedback during design and development process



Project Development Process

- Technologies Used
 - Development platform: Ruby on Rails
 - Database: PostgreSQL
 - Web Server: Apache
 - Maps: Google Maps API
 - Spam Blocking: reCAPTCHA



Results: Statistics

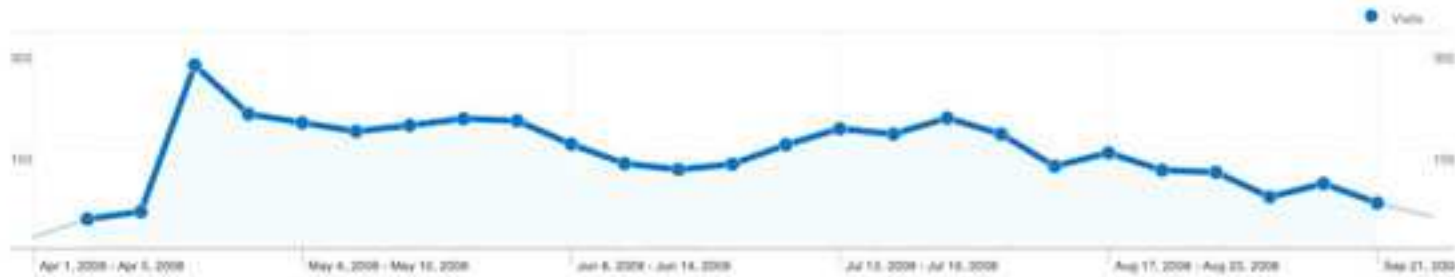
- 6 months: April to September
 - Received over 220 submissions (average of 36 per month)
 - Average of 615 visits per month
 - Average of 2000 page views



Results: Statistics


oregoninvasiveshotline.org/
Dashboard


Apr 1, 2008 - Sep 30, 2008
Comparing to: Site





Site Usage


 3,708 Visits

 50.97% Bounce Rate

 12,022 Pageviews

 00:03:39 Avg. Time on Site

 3.24 Pages/Visit

 71.44% % New Visits



Results: Successes

- Proved the potential of the site as a tool for early detection and rapid response efforts in Oregon
 - We increased average number of submissions over phone hotline.
 - The quality of the submissions was high
 - Although the majority of reports were of known outbreaks, the hotline did collect some useful information



Results: Successes

- The Online Hotline proved to be a useful tool for experts
 - Ability to collect and track data on report submissions
 - Improved communication between invasive species experts in the state
 - A public outreach tool for encouraging individuals to be more aware and report finds
- On-air promotion was effective in driving traffic to the site
 - Promoted during Silent Invasion broadcast
 - Produced on-air spot about the Hotline which aired on OPBTV throughout the summer



Results: Successes

- Rapid project development with Ruby on Rails
- We were able to reuse the code for a second project
 - Public Art Map
 - <http://www.opb.org/programs/publicart/artifacts>



Lessons Learned

- Managing and responding to reports is time consuming -- Plan for more resources to monitor the site
- Planning and prototyping
 - More time for clearly understanding requirements and workflow
 - Identify a lead advisor who can commit time to the project



Lessons Learned

- Plan for a second round of development after launch to work out the kinks
- Viral marketing doesn't just happen
 - Needed to put more effort into getting the word out online
 - Encouraging partners and organizations to promote the resource online and use widget on their site
 - Target invasive species blogs and and discussion forums



Future Plans

- Plan to keep site running
 - Need to identify more management resources
- Currently making minor updates to improve usability and add some tracking tools
- OISC sees long-term potential for site as a reporting and tracking tool for the state.
 - Are considering looking for additional money to make more long-





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Questions:

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