

CoCoRaHS (The Community Collaborative Rain, Hail and Snow Network)

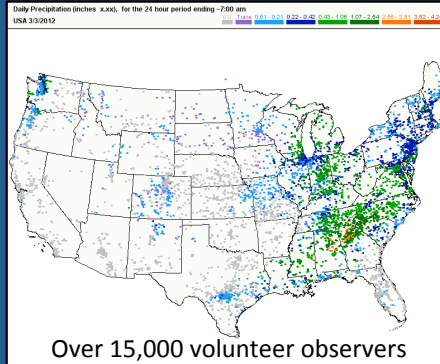
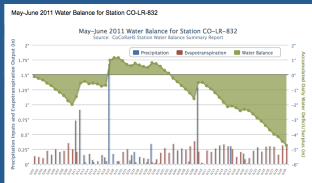
Overview

CoCoRaHS is a national grassroots citizen project which engages citizens to measure precipitation in their backyards. The data is then catalogued and mapped on an interactive website where it is made available to the public in real time. The project promotes science education while providing a robust data set extensively used by various organizations across the nation.

Currently we are addressing the following:

- Enriching the "Citizen Science" experience beyond just data collection.
- Upgrading the network's cyber infrastructure.
- Increasing the number of participants in our network.

CoCoRaHS March Madness 2012
March 1-31, 2012
How many new volunteers can you recruit in your state?



Over 15,000 volunteer observers

Intended Primary Audience

CoCoRaHS's intended primary audience is the national public.

Connecting with Diverse Audiences

We are attempting to connect with diverse audiences through:

- CoCoRaHS Schools.
- Rural linkages through Conservation Districts.
- Improving our infrastructure . . . Supporting mobile devices.
- By empowering our state, regional and local coordinators.
- Targeting specific Latino-focused informal science outreach.



Project Impacts and Indicators

- Increased overall participation and increased number of high quality precipitation reports.
- Active engagement of more of K-12 participants.
- Evaporation measurements will lead to greater understanding of the water cycle.
- Enhanced data visualization leading to improved weather, climate and water literacy.
- Effective recruiting, training and long-term engagement strategies will be assessed and shared.

Front-End Evaluation

- points to the importance of website simplicity, ease of installing gauge, ease of online reporting and tools to simplify comparing data among participants.

Making New Connections thru NSF – ISE

- Discovering ideas for how to link CoCoRaHS to existing informal science learning institutions and programs.

Challenges

- Managing a nationwide project with a small staff and widely dispersed volunteer coordinators.
- Reaching underserved groups.
- Retention of volunteers. (long-term)
- Achieving training efficiency on a national scale.
- Sustaining the network fiscally.
- Recruiting in densely populated urban areas.

Deliverables

CoCoRaHS NSF deliverables include:

- Upgrading the network's cyber infrastructure.
- data visualization, watershed mapping, climate dashboard and online training resources.
- Outreach to Conservation Districts across the country.
- Adding Reference Evapotranspiration (ET) to our suite of measurements. Launch of measurements in 2012.
- Creating Webinars to assist and empower coordinators.
- CoCoRaHS Web Application Programming Interface.
- Increasing the size of the network. (e.g. - March Madness)
- K-12 educational components.
- Evaluation outcomes including documented recruiting strategies for general and targeted audiences.

