



Methods for Improved Dissemination of Water-Resources Data in Arkansas

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Jaysson Funkhouser

501-766-3663

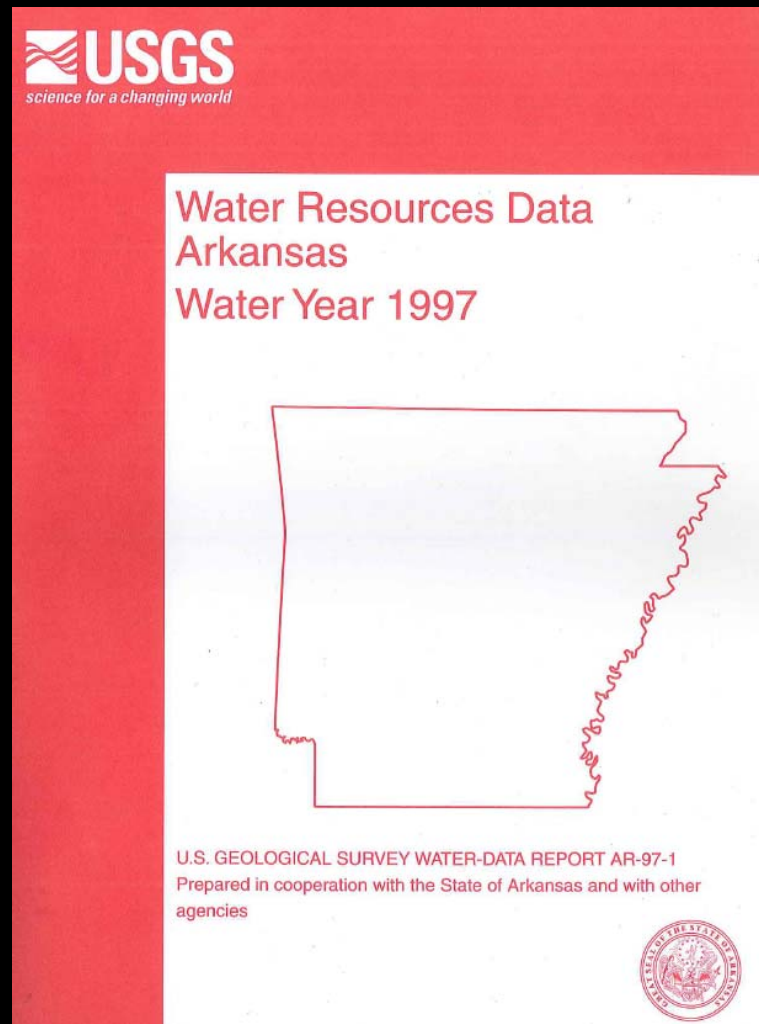
<http://ar.water.usgs.gov>

Outline

- Traditional dissemination methodology
- Efforts in Arkansas to improve dissemination of USGS data
- Benefits of improved methodology
 - Increased awareness of USGS
 - Increased program opportunities
- Future plans and direction
- Questions

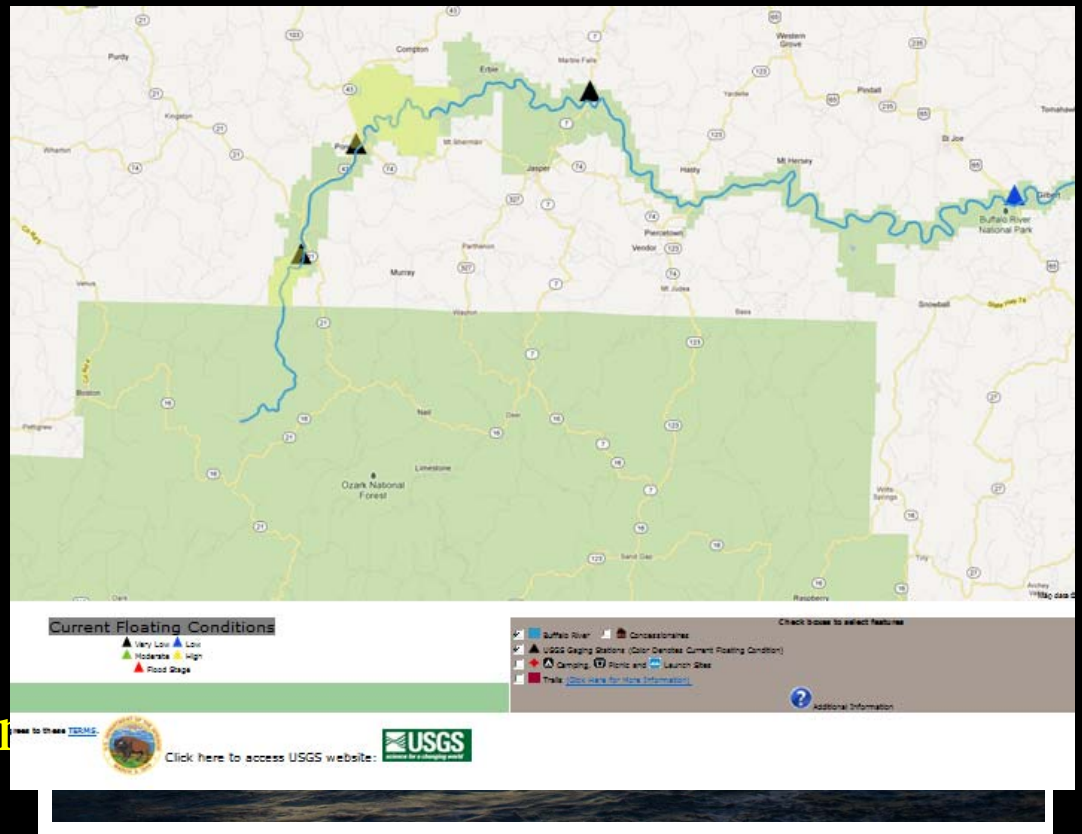
Traditional Methodology

- Annual release of data in written format
- Data requests were answered weekly at best
- Cooperators were presented data annually, if at all



The Need for Improved Data Dissemination

- Need for real-time water-management decisions
- Increased usage of the internet for stream info
- Increased amount of water usage
- Competition from other entities and agencies
- Science dictates we must improve



Efforts to Improve Dissemination

- Press Releases to describe new work
- Involve the media wherever and whenever you can
- Ribbon cutting ceremonies for new gages/monitors
- Meetings and conferences

USGS
science for a changing world

Water Resources of Arkansas

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- Arkansas Natural Resources Commission
- Arkansas Geological Survey
- U.S. Department of Energy
- U.S. EPA
- Geology.com

USGS Arkansas Water Science Center Press Release

- USGS Press Releases
- Fayetteville Shale Seminar
- Ground-water Study Summary
- National Oil and Gas Assessment Project
- Ozark National Forest
- Faulkner County Ground-water Study

USGS IN YOUR STATE

USGS Water Science Centers are located in each state.

USGS Water Data Reports (10)

By Request

- Water use

WaterWatch (10)

- National Download Google Earth files of streamflow data (10)
- Arkansas Download Google Earth files of streamflow data (10)
- Floods/High flows (10)
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Partners in Science

The Fayetteville Shale Information

2012 Fayetteville Shale Symposium

2012 Fayetteville Shale Symposium

USGS AR WSC Involvement with the Fayetteville Shale

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- [AOGC Fracture Fluid Composition](#)
- [USGS Fayetteville Shale Partners in Science](#)
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For more information contact:

Jaysson E. Funkhouser
Assistant Director
[profile.usgs.gov/jefunkho](mailto:jefunkho@usgs.gov)
Phone: (501) 228-3663
Cell: (501) 766-3663
[email:jefunkho@usgs.gov](mailto:jefunkho@usgs.gov)

Tim Kresse
Water Quality Specialist
Phone: (501) 228-3616
[email:tkresse@usgs.gov](mailto:tkresse@usgs.gov)

Jim Petersen
Chief, Hydrologic Investigations Program
Phone: (501) 228-3620
[email:jim.petersen@usgs.gov](mailto:jim.petersen@usgs.gov)

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Questions/Comments

| | | |
|-----------------|---|--------------|
| Symposium Chair | Jaysson Funkhouser , USGS | 501-766-3663 |
| Co-Chair | Brian Haggard , AWRC | 479-575-2879 |
| Co-Chair | Wendell Barner , AWRA | 501-374-1620 |

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The USGS, in cooperation with the U.S. Forest Service, Arkansas Game and Fish Commission, and

Efforts to Improve Dissemination

Earthquake magnitude



Animation by
FLUIDMOTION

2010-01-01

Jan

Improved visual display



Benefits—Increased awareness of USGS Data and Expertise

- Various “non-traditional” regulatory agencies now using USGS data for decision making
- USGS being asked to participate in public forums to help with policy and guidelines
- New projects that help understand current issues and problems

Benefits—Increased Program Opportunities

- Since 2008, an increase of 40% to streamgaging and water-quality networks
- Since 2008, an increase of 40% to studies and investigations
- Number of partners supporting these networks has increased ~200%
- Increased variety of users
- Increased number of “supporters” of the USGS

Future Plans and Direction for Arkansas?

- Enhance and build upon relationships with long-term partners
- Maximize efficiency
- Deliver timely and relevant products
- Think outside of the box when appropriate



Questions?

