



Where will we go from here?

Group on Earth Observations Water Quality Summit
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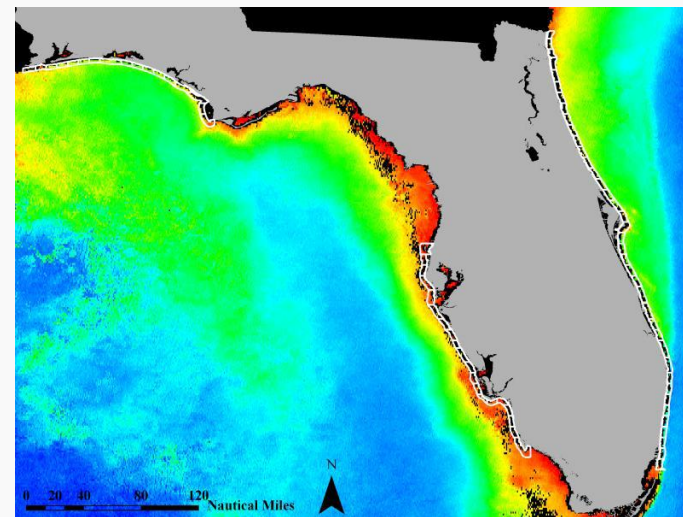
Same Goals: Protection of water quality

- Protect the beneficial uses of water for all purposes
 - Human Health
 - Improve Economies
- Uses:
 - Fishable,
 - Swimmable,
 - Drinkable



Barriers

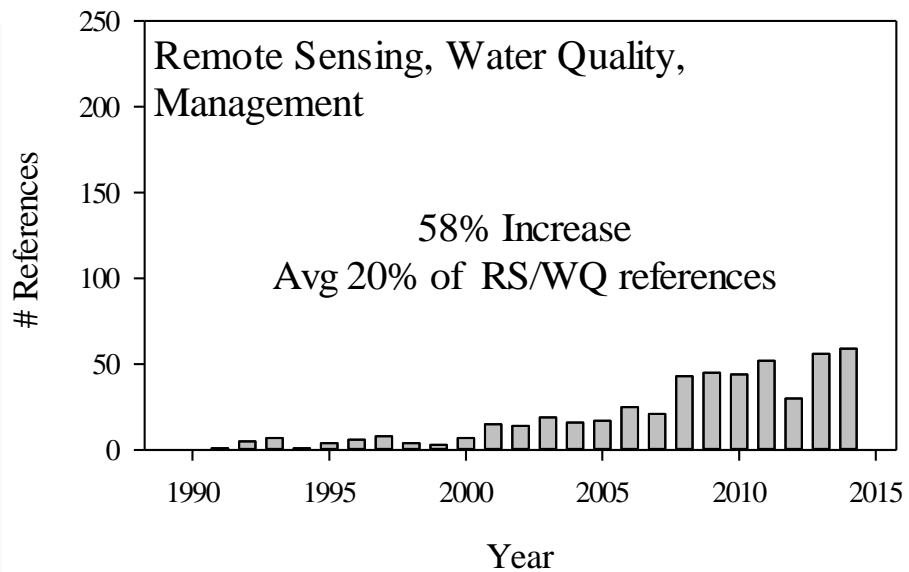
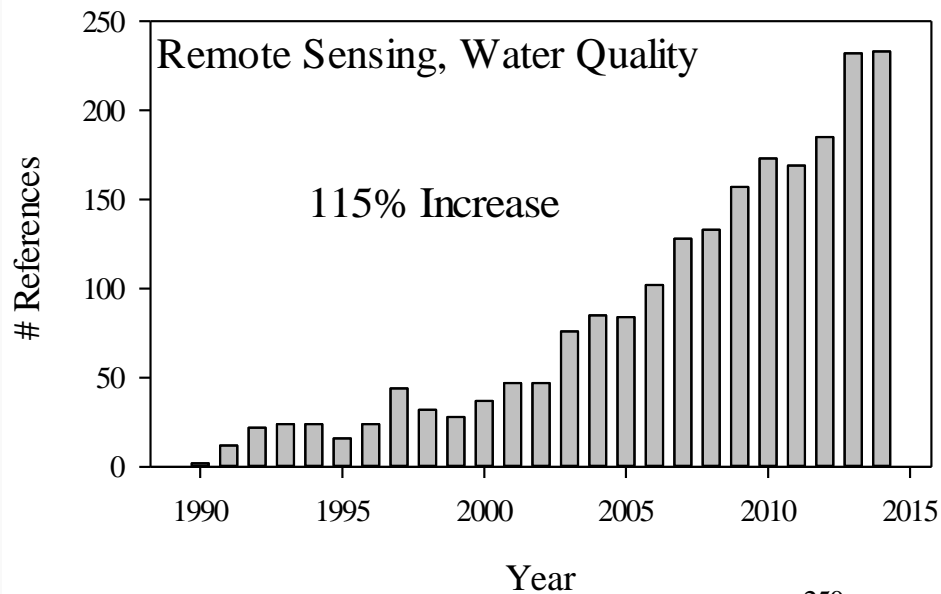
- **Cost**
 - Satellite imagery only obtained with financial commitment
 - Personnel and resources required to process the data
- **Product Accuracy**
 - Concern of accuracy and error estimates
 - Less concern regarding the error with standard *in situ* measurements
- **Data Continuity**
 - Mission continuity was relevant to investment
- **Programmatic support**
 - Buy-in and support from organizational management was important



Usability

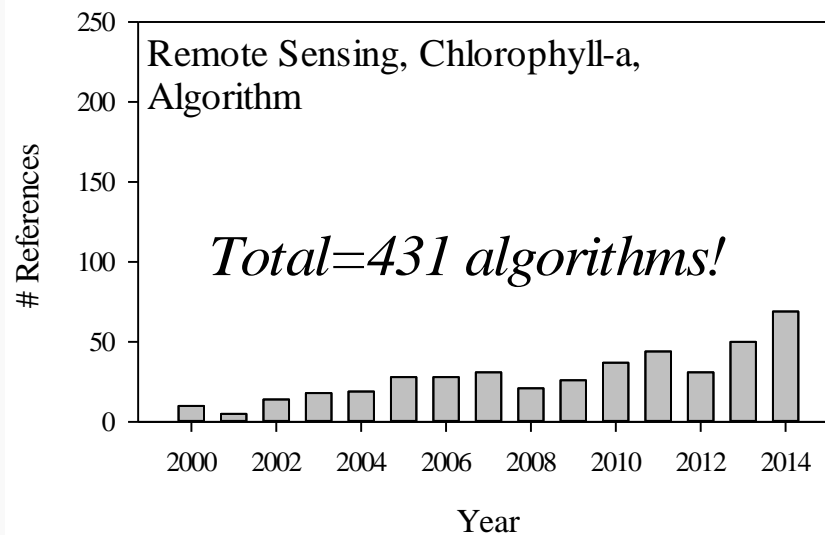
- Technology acceptance model
- Theory of planned behavior
- Innovation diffusion theory







Algorithm overload?



The Jam Experiment





Value of Information

- “Because of the earth science contribution, we have saved x amount of money and improved implementation of our mission by y .”

Key items

- Language between management/science – target audience
- Incorporate usability models – not just us!
- Publication record needs to reflect direction we head
- Community consensus on approaches
- Valuable asset to demonstrate

