

Making the Technical Accessible: Winter Haven's Interactive Lakes Report with StoryMaps

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Winter Haven Annual Lakes Report

- ▶ Tracks lake health & management efforts
- ▶ Utilizes data to drive decision making
- ▶ Compile & disseminate information to public & partner organizations

Interactive Online Format: Nuts & Bolts

- ▶ Water quality, trend analysis, surface levels, regulatory status, and other lake information stored in relational databases
- ▶ Scripts auto-clean & update datasets
- ▶ Makes analysis quick & easy (using Tableau for visualization)
- ▶ Merging desktop & online GIS datasets

Interactive Online Format: The Benefits

- ▶ Summarize & condense technical report into 'story-telling' format
- ▶ Usable on desktops & mobile devices
- ▶ Incorporate more visual elements
- ▶ Make data interactive & downloadable - tailorable to the user's interests

Winter Haven Lakes Report

Annual report on the status of our local lakes and management strategies

City of Winter Haven, Natural Resources Division | October 8, 2020



Engagement

- ▶ 96 unique users/746 views** (avg. 5 views/day)
- ▶ Users access via mobile & desktop evenly

