

Calendar & Blog Update – Scope Summary

- Calendar
 - PEC and others can post events to the calendar including
 - Paddling/boating opportunities
 - Training opportunities
 - Educational, community events and open houses
 - Stewardship events, cleanups
 - Icons to identify different types of events
 - PEC to have ability to modify, delete events
 - Required fields:
 - Organizer name/affiliation (event is informal paddle or organized through outfitter, organization)
 - Whether equipment is included
 - Cost, liability, transportation
 - Level of safety support offered/difficulty (ok for novices, experience needed, safety personnel available)
 - RSVP (PEC doesn't handle cost or RSVP, must be done through organizer)
- Blog
 - Trip summaries
 - Suggested trips
 - News items

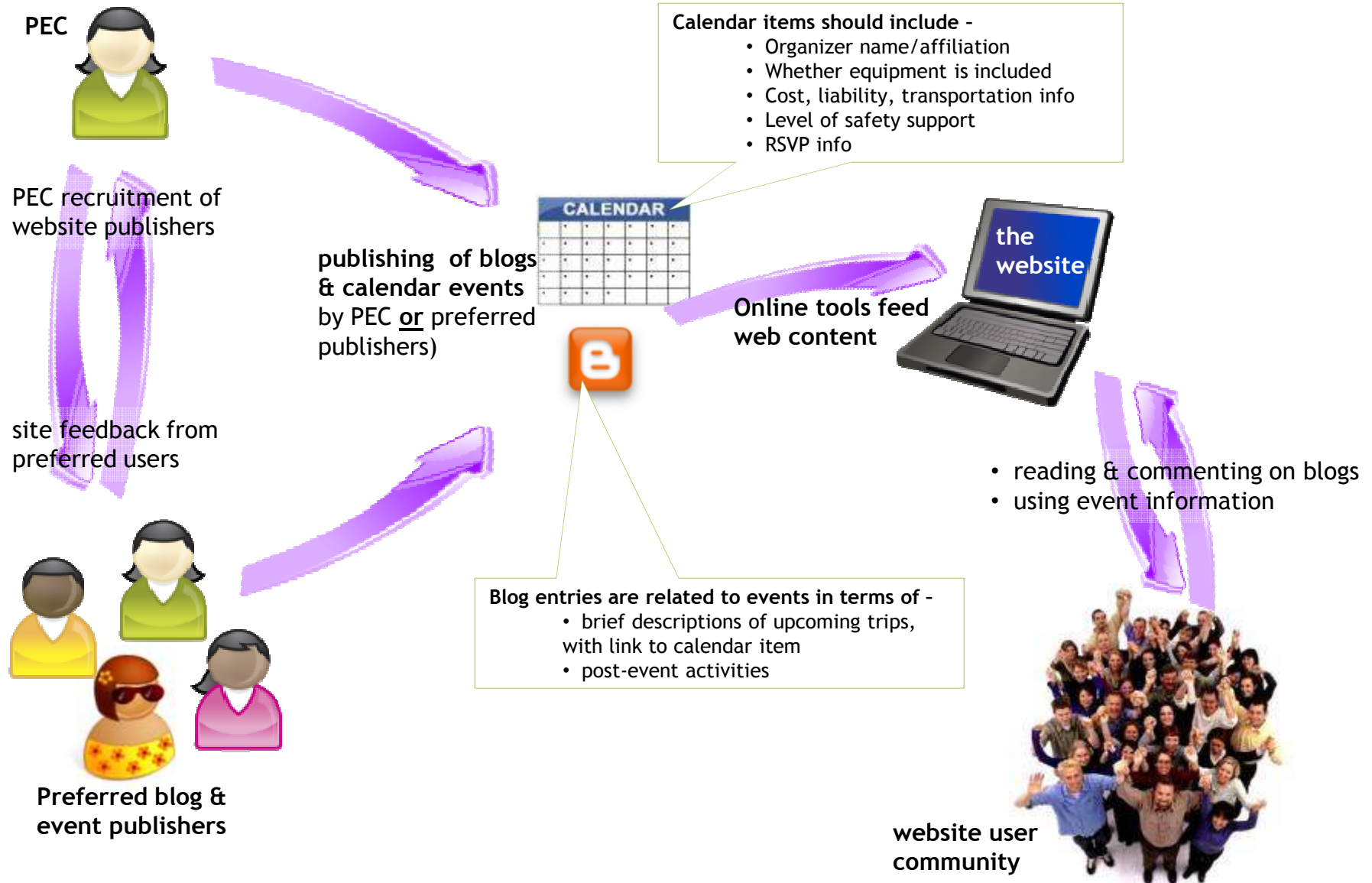
Calendar vs. Blog Vision

- The website blog should inspire people to want to go on the river
- The website calendar should be the practical means of how they find out how to do it
 - A blog entry could contain the practical information, but if so, the blog should have an introductory paragraph about the event, and then a link to a “read more” for a complete description
- tidaltrail.org would not function to collect RSVPs – those would go to the event organizer
- The calendar & blogs should both be home page menu options

Calendar Vision

- Example of how the calendar is tied to a blog entry:
 - <http://pawatersheds.org/?m=20090621&cat=10>
- A goal of tidaltrail.org is not just to promote events on the river, but to provide a forum for helping to coordinate those events
- To that end, PEC's ideal vision for the calendar items more closely resembles that for Venture Outdoors:
 - <http://www.ventureoutdoors.org/Activities.aspx>
 - The calendar item links to a separate, slightly more "formal" detail description about the event
 - Their blog includes more post-event activities or brief descriptions of upcoming trips

Ideal Calendar/Blog Interactions

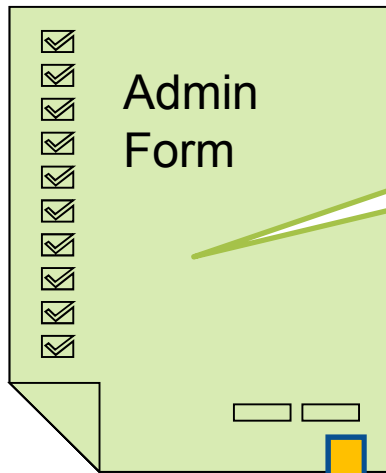


Blog Tags & Calendar Activity Types

- Blog tags
 - Trip summary/exciting moment – Point of interest (ecological, cultural or historic) – Trip suggestion – Safety consideration – News and events – Stewardship – Vendors, outfitters and equipment – Boating clubs – Interesting history – River heroes
- Calendar Activity Types
 - Paddling/kayaking – Motor boating – Sailing – Fishing (from water or land) – Stewardship event – Community event – Water Trail meeting

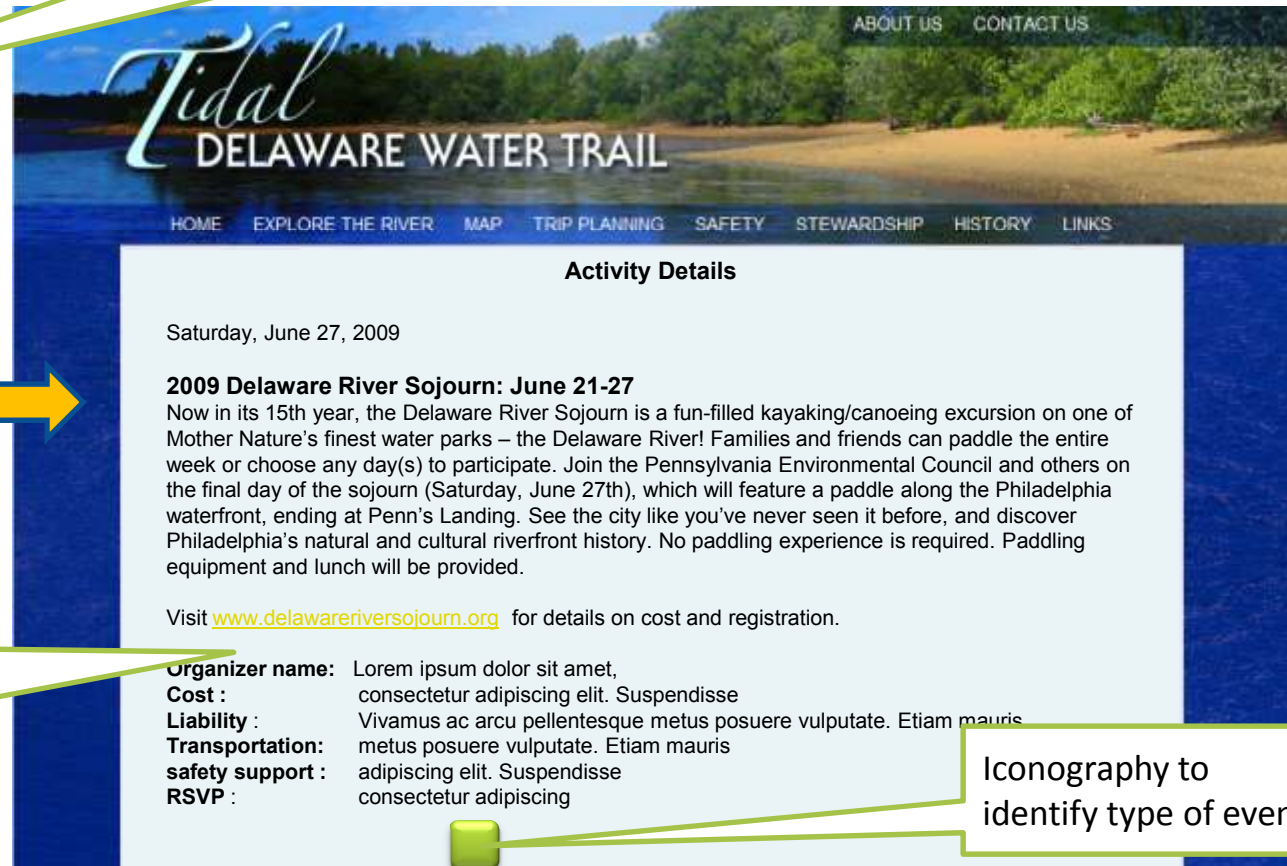
Idea A: Step 1 – Add Event Detail Page

1a) Person adds **Event details** via a simple custom admin screen. Form includes certain required fields, and option to pick from several icons to designate the type of event.



Admin Form

A green rectangular box representing an admin form. On the left side, there is a vertical list of ten checkboxes, each with a small icon to its left. At the bottom of the box, there are two small rectangular input fields.



ABOUT US CONTACT US

Tidal DELAWARE WATER TRAIL

HOME EXPLORE THE RIVER MAP TRIP PLANNING SAFETY STEWARDSHIP HISTORY LINKS

Activity Details

Saturday, June 27, 2009

2009 Delaware River Sojourn: June 21-27
Now in its 15th year, the Delaware River Sojourn is a fun-filled kayaking/canoeing excursion on one of Mother Nature's finest water parks – the Delaware River! Families and friends can paddle the entire week or choose any day(s) to participate. Join the Pennsylvania Environmental Council and others on the final day of the sojourn (Saturday, June 27th), which will feature a paddle along the Philadelphia waterfront, ending at Penn's Landing. See the city like you've never seen it before, and discover Philadelphia's natural and cultural riverfront history. No paddling experience is required. Paddling equipment and lunch will be provided.

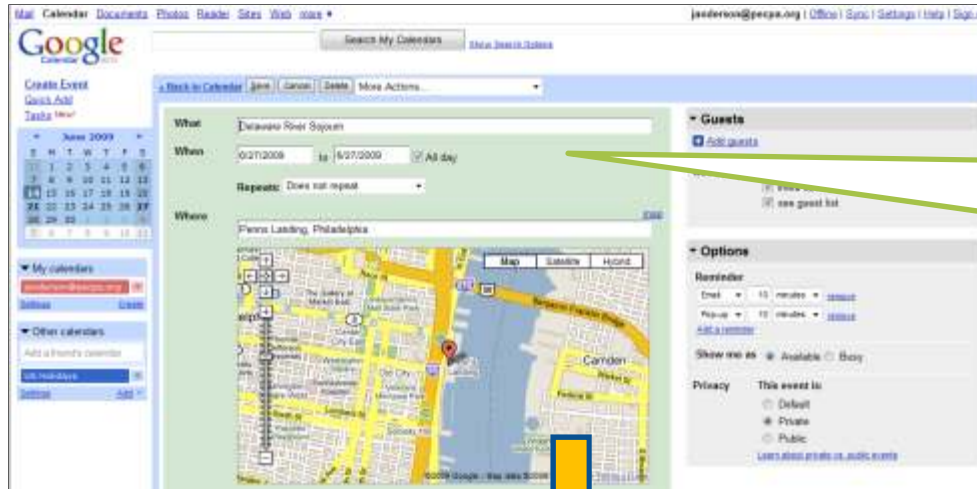
Visit www.delawareriversojourn.org for details on cost and registration.

Organizer name: Lorem ipsum dolor sit amet,
Cost : consectetur adipiscing elit. Suspendisse
Liability : Vivamus ac arcu pellentesque metus posuere vulputate. Etiam mauris
Transportation: metus posuere vulputate. Etiam mauris
safety support : adipiscing elit. Suspendisse
RSVP : consectetur adipiscing

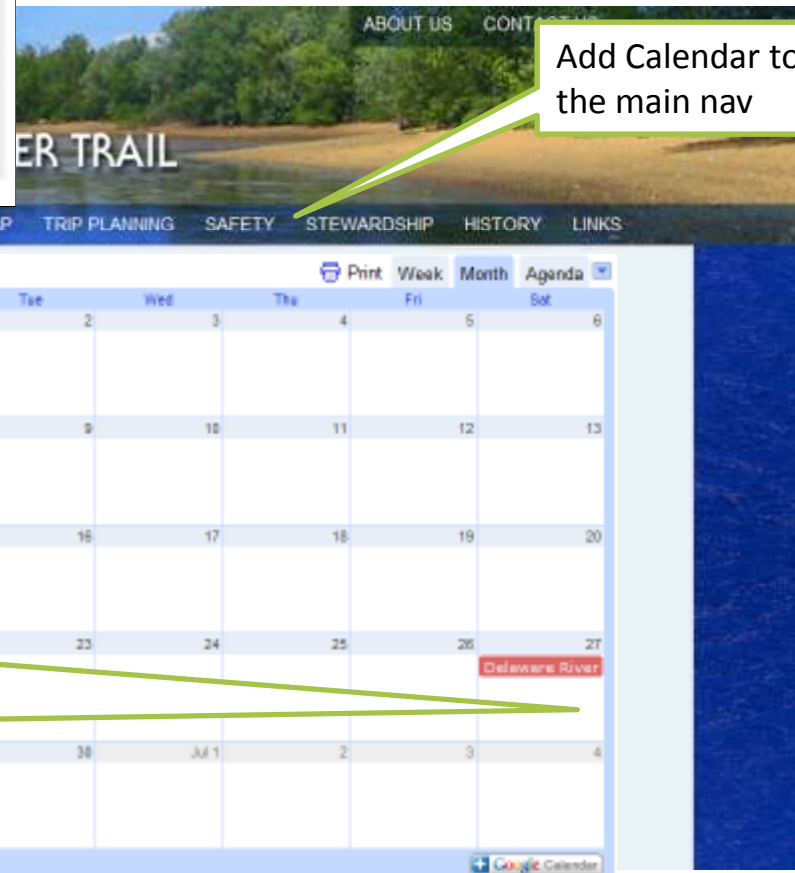
1b) Information from form is published to website as an **Event Detail page**

Iconography to identify type of event

Idea A: Step 2 – Add Google Calendar Item



PEC adds the event to the **Google Calendar**. The **link to the Event Detail page** (that was created in Step 1) needs to be added within the Google calendar item description.

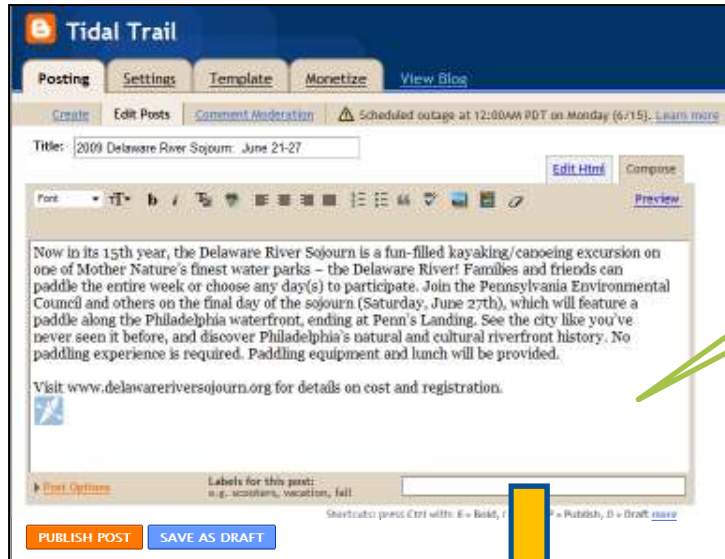


Add Calendar to the main nav

Item appears on the **new Calendar Month page** within the website.

The link to the Event Detail page for this item will appear when you click on the item and reveal the “more details”

Idea A: Step 3 – Add Related Blog entry





Bloggers blog about the event (either before or after the event) and **link to the Event Detail page**, if appropriate



Blog appears with other entries blog

Points of Interest Rating – Scope & Recommendation

- Ratings Scope – Rate POIs by adding to existing menu on “Explore the River” list
- Recommended Approach (for each POI category – Boat Access Point, Marina, or Historical/Cultural Site):

1. Use the **Name** and **Miles** columns to access the Detail information screen
 - a) The **Detail** column will not be needed; in that space the ratings will be displayed.
2. Add **Rating** column where the Detail column currently is
3. Use a symbol (possibly a cross-hairs ) in a far left column, for the map centering functionality
4. Add additional instruction above each list –
 - “Click on the name for more details or if you would like to rate the location. Use the  to center the map.



Points of Interest Rating – mock-up

Tidal DELAWARE WATER TRAIL

ABOUT US CONTACT US

HOME EXPLORE THE RIVER MAP TRIP PLANNING SAFETY STEWARDSHIP HISTORY LINKS

View locations by selecting one of these categories:
 Boat Access Point Marina Historical/Cultural Sites

Click on the name for more details or if you would like to rate the location. Use the to center the map.

Name	Miles	Rating
Mercer County Waterfront Park	132.70	★★★★★
Trenton-Hamilton March	129.00	★★★★★
<u>Pennsbury</u> Manor	125.50	★★★★★
Margaret R. Grundy Museum	119.30	★★★★★
Farmers Bank of Bucks County	119.00	★★★★★
Bristol March	118.80	★★★★★
Pen <u>Ryn</u> Mansion	113.20	★★★★★
Andalusia	112.50	★★★★★
Glen <u>Foerd</u>	111.00	★★★★★
<u>Disston</u> & Sons Complex	108.00	★★★★★
Palmyra Cove Nature Park, NJ	107.00	★★★★★
Griffith Morgan House	105.00	★★★★★
Richmond Power Station	104.00	★★★★★
Ore Pier at Port Richmond Rail	102.00	★★★★★
Delaware Power Station	101.00	★★★★★
<u>Gregg</u> Memorial on building	100.20	★★★★★
Campbell's Field	100.00	★★★★★
Walt Whitman Cultural Arts Center	99.80	★★★★★
Rutgers-Camden Center For The Arts	99.60	★★★★★
Independence National Park	99.60	★★★★★

Additional instruction added

Click on Name or Miles to access detail page

New symbol used to center the map

Rating is displayed

Points of Interest Rating – mock-up

The screenshot shows a website for the Tidal Delaware Water Trail. The header features the title "Tidal DELAWARE WATER TRAIL" in a stylized font. Navigation links include "HOME", "EXPLORE THE RIVER", "MAP", "TRIP PLANNING", "SAFETY", "STEWARDSHIP", "HISTORY", and "LINKS". There are also links for "ABOUT US" and "CONTACT US".

The main content area displays a map of the water trail with several green markers. A callout box points to one of these markers with the text: "Rating utility added to the detail page".

The detail page for the "Disston & Sons Complex" is shown. It includes a "Map" tab, a "Satellite" tab, and a "Hybrid" tab. The distance is listed as "Mile: 108.00". A description reads: "Disston & Sons Complex is a former saw factory. For more than 100 years, Henry Disston & Sons was America's leading saw maker, carefully crafting its saws from raw materials to finished product. Generations of carpenters, craftsmen and lumbermen recognized Disston saws as the best in the world. Visible on the shoreline at Unruh St. are old grindstones used in the manufacture of Disston saws". A "Rate this Location" section shows five green stars. A link "<< Back to List" is also present.