Website for Pocantico River Watershed Conservancy
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Abstract
The Pocantico River Watershed Conservancy was created as an umbrella not-for-profit organization to organize and host research, in collaboration with Pace University (whose Pleasantville campus is in the watershed) and others, to undertake and pool knowledge from their studies. The Conservancy sought to orchestrate and stimulate place-based ecological and policy analysis around the environment of a watershed. The Pocantico River Watershed Conservancy, Inc. was established to define, protect, and promote management of the Watershed, grounded on ecological principles derived from science, law, and environmental ethics.

1. Introduction
The Pocantico River Watershed Conservancy Website development project was a conglomerate working of team members and the client in order to establish a website that was to be the first step in building a watershed model. As dictated through the project specifications, “The project goal is to develop a public presence for the Conservancy, as well as a gateway to data that has been collected about the watershed”. The Pocantico Watershed Conservancy website includes the following information; Who we are, What we do, Current projects, Partners, and Data Sources/Knowledge database.

An initial prototype for the customer was created, where changes based on the customer’s requirements and specification were dictated and corrected. For the duration of the project, numerous meetings and content/data updates have taken place allowing for a tailored and workable website that also allows a database capability at its early stages with the addition of live data feeds. At the completion of the project, the website developed functions on a Google platform boasting easy accessibility for content update, and easy customer integration feedback.

Customer feedback was the driving source for any and all additions to the site. A working relationship has been established with the client and website and database are in working form with future development to be updated.

Like that of the Westchester Land Trust, whose mission is to “Protect land in partnership with private property owners, Help communities create new park and preserves, and Foster sound land use planning rules”, the Pocantico River Watershed Conservancy strives to protect and promote the future of the land and its preserves [3]. (www.westchesterlandtrust.org) Within New York State, there are various non-profit land preserve establishments that seek the same goal as the Pocantico Watershed; Riverkeeper, Scenic Hudson, Westchester Land Trust, and the Central Park Conservancy. Each website seeks to establish donations and education to preserve the land and resources we have intact. For example, the Central Park Conservancy was founded in the 1980s by a group of civic and philanthropic community leaders.

“They were determined to end Central Park's dramatic decline in the 1970s and restore it to its former splendor as America's first and foremost major urban public space, as envisioned by its 19th-century designers, Frederick Law Olmsted and Calvert Vaux. Today, the Conservancy’s mission is to restore, manage and enhance Central Park, in partnership with the public, for the enjoyment of present and future generations” [1].

One of the most important aspects regarding this non-profit website is the ability to reach the local demographic and generate donations. Within the Pocantico River Watershed Conservancy webpage and the additional non-profit websites such as on the; Manus River Gorge Preserve and Hudson River Watershed Alliance.

The websites all seek to foster and promote the ability to enjoy and preserve nature for future generations alike. Without the creation of these sites promoting the ability to reach a much larger demographic and educating the public the environment may be under a greater threat.

2. Customer requirements

Website design
After the speaking with the customer, some of the initial requirements were modified and further discussed. The platform was chosen and web design started. The logo for
Pocantico River Watershed Conservancy, the links and tabs were created. We chose to use Google to host the website because their service would allow for a team of people and the customer to view progress and make changes as needed. As opposed to using an html editor like Dreamweaver this made all of our changes unanimous and easily fixed if an error was made at any point. The customer could constantly view what was going on and give their input throughout the creation of the website because it is already being hosted online rather than on someone’s computer.

External links

Other requirements were to add external links from other websites that had the same type of non profit water conservancy affiliations. The existing sites were Hudson River Water Alliance, Mianus River Gorge Preserve, and Cary Institute of Eco studies. Real time data link was USGS Current Water Data for the Nation.

Searchable Knowledge database

The database functionality was the most important part of the site design to the customer. The database functionality includes a search function and upload function. The first search needs to use search criteria such as type of document, title, author, date and keywords. On search, this will pull the relevant data from the database. The results are then downloadable by the user. The upload function, allows the users or admin to upload documents to the database to be searched by users.

3. Methodology

In the implementation process, we started the project with the initial design for the customer to see and approve, then we went on from there to add the details as per the customer specifications. We obtained new information from the customer every week in terms of changes or updates to the made to the current design. After the necessary changes have been outlined by the customer, we then implemented on the site for further approval.

4. Project Description

From the customer requirements the team was able to create a website to the clients’ liking. The logo, home page template layout and tabs were created in order to make a site that is easy to navigate and portrays the mission for the Pocantico River Watershed Conservancy [2]. The home page shows the mission statement of PRWC with a slideshow that shows where the river is, and its surroundings. As a non profit website, we needed to make it easy to find out more about their cause, to donate money, and to become more involved. The site needed to be user friendly so donors can find the information they need. The organization’s goal is clearly displayed on the site to give a clear message on what Pocantico River Watershed Conservancy is about.

![Figure 1. This is a Gantt Chart](image)

![Figure 2. Project site homepage](image)

The other tabs include who we are, what we do, current projects, knowledge base and support us. Some of the tabs have other subtabs that show the board of directors involved in the PRWC project.

The Pocantico Watershed

A River Does Run Through It!

B7.2
An old map of the town of Mount Pleasant in Westchester, New York, depicts a physical landscape all but unrecognizable today. Missing are most of the monuments to our engineering and construction prowess, save for two rail lines and the aqueduct. Natural features predominate on this map despite its depiction of each individual dwelling and business in the town.

Figure 3. Pocantico Watershed page

What we do

The Pocantico Conservancy will establish partnership agreements with other institutions and land owners in the Hudson River Valley to adapt to the impacts of climatic disruptions will depend on how each of the Hudson’s tributaries and their watersheds adapt, to further its development of a working model for integrating knowledge across a single natural system, for documenting the effects of climate change as they become evident in the watershed, and for adapting human behavior to promote ecological resilience throughout the watershed. The capacity of life.

The Pocantico Conservancy seeks to identify indicators that can be studied in all the Hudson’s tributaries, and thereby contribute to an understanding of how to socio-ecological resilience may be strengthened in the Hudson River Valley. In place of disaggregated and isolated spheres of expertise, the Pocantico Conservancy seeks consilience in a small way, for environmental knowledge about the Pocantico River and its ecological and human systems.
Board of Director

This consists of the directors and chairperson working on the PRWC project.

Knowledge base

This page is a database page to help customers search and upload documents to the database. The top left of the page has the search function. Here users and search by keywords, title, author, subject, publication year, and the type of document. The result returns the string of value in the database for the search. On the right side, is the upload documents function, where users can add to the database entry. They can select the type of document to be uploaded, search of the file on the local computer and upload to the server. After upload, the documents will be available for search. Below that are the links to other non-profit organization, as well as real time data sources related to the watershed.

Current Projects

There are side projects that PRWC engage in, and that is detailed on the current page tab. The projects page is updated as new project come along.
What makes us different page.

This page shows how the Pocantico River Watershed Conservancy is different from other non profits organizations in its field. Pocantico Conservancy seeks to engage scholars and students and public participants from across the civic organizations, land owners and stakeholders, and government agencies, in a shared set of activities.

Support Us page.

The support us page allows businesses and other clients to donate and support the Pocantico River Watershed Conservancy. This allows donors and volunteers to become more involved with the non profit cause. They can give donate monthly or one time to the cause.

5. Tools used in PRWC site project.

Google sites

To create the site, we used Google sites. Google Sites is a platform used to create sites and make information accessible to people who need quick, up-to-date access. The platform allows users to work together on a Site to add file attachments, information from other Google applications, and new free-form content. Creating a site together is as easy as editing a document, and you always
control who has access, which allows the team to have access as well as the customer. The Google Sites web application is accessible from any internet connected computer.

Google gadgets.

Gadgets is powered by Google and is a miniature objects made by Google which allows users to create dynamic content that can be placed on any page on the web.

The gadgets are simple to build, it uses built-in JavaScript libraries which make it easy to create gadgets that include tabs, Flash content, persistent storage, dynamic resizing, and more.

6. References.

