

# CWBI-OPS INTERPRETIVE CONTACTS UPDATE



U.S. ARMY  
of Engineers®





# BACKGROUND

- Collecting annual NRM project data since the mid-70s
- Data collected (not specifically Interpretive Contacts) is used for many different purposes:
  - Decisions concerning facility development
  - Budget development and defense
  - Tracking performance measures
  - Preparation of briefings and fact sheets
  - Information on the Gateway and other internal and external websites
- In 2000, the NRM community began utilizing OMBIL to collect annual project data.
- CWBI-OPS has now replaced OMBIL.
- Counting Interpretive Contacts has been the same since OMBIL.





# WHY?

- Focus on the messages.
- Want to ensure we are tracking all messages communicated to the public no matter when or where they take place.
- Clarified definitions (direct contact, significant message, static unique message).
- Examples





# INTERPRETIVE CONTACTS CURRENT INSTRUCTIONS

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Please double click to enable edit mode.

<input type="button" value="Actions"/> <input type="button" value="Edit"/> <input type="button" value="Save"/>					
Event Type ↑	Direct On Site		Direct Off Site		Static Unique
	Events	Contacts	Events	Contacts	Messages
Corps Mission	0	0	1	239	383
Cultural/Historical	11	330	2	230	0
Environmental	1	125	3	84	631
General Safety	2	83	0	0	41
Project Tour	21	488	0	0	0
Water Safety	32	18888	2	3020	531



# INTERPRETIVE CONTACTS

## CURRENT INSTRUCTIONS

**Event Type.** There are six basic types of Interpretive Contacts as described below. **Each program/message should be recorded only once, under the primary “Event Type” for which the program/message correlates.**

- A. Corps Mission.** Any contacts concerning one or more topics of flood control, hydropower, navigation, water supply, regulatory, environmental stewardship, and recreation.
- B. Cultural/Historical.** Any contacts concerning cultural/historical resources, i.e., archeological sites, historical buildings, etc.
- C. Environmental.** Any contacts concerning nature/environmental issues or programs.
- D. General Safety.** Any contacts concerning any non-water related safety programs such as bicycle safety, fire safety, hunting safety, etc.
- E. Project Tour.** Any on-site tours provided by Corps staff of the main facilities relative to primary missions and features of the project.
- F. Water Safety.** Any contacts involving water safety efforts, programs, and outreach.



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Record each significant message (a demonstration or providing information for a minimum of 5 minutes) covered during an interpretive program or event under the corresponding Message Type. For example: If during a Project Tour a significant water safety interpretive message (a demonstration or providing specific information for a minimum of 5 minutes) was included at the beginning or end of the tour these contacts can also be included under the “Water Safety” Message Type. Pointing out safety measures associated with the tour or just telling the group to wear a life jacket does not qualify as a significant water safety message and should not be counted as water safety contacts.



# INTERPRETIVE CONTACTS



## CURRENT DEFINITION

### Direct On-Site

- An interpretive effort that took place on Corps property, including leased areas. This could include such things as guided tours, campfire programs, water safety classes, living histories, roving interpretation, public meetings that include a substantial message, and individual contacts (if the contact is focused on a specific message). Simple dissemination of written information would not be considered an interpretive contact, i.e. gate attendants handing out literature at the gate house, etc.

## NEW DEFINITION

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- An interpretive effort that took place on USACE property, including leased areas. This could include such things as guided dam and historical tours, interpretive programs in campgrounds and at beaches, boating safety classes, living history programs, roving interpretation, public meetings, and special events that include a substantial message, and individual contacts (significant face-to-face contact (min. of 5 minutes) and focused on a specific message). Simple dissemination of brochures, water safety promotional products, etc. should not be considered interpretive contacts, i.e. gate attendants handing out literature at the gate house, walking around handing out water safety promotional products without talking to visitors about water safety, etc.



# INTERPRETIVE CONTACTS



## CURRENT DEFINITION

### Direct Off-Site

- An interpretive effort that took place off Corps property. This could include interactive virtual programs (such as Skype for Classroom/Facebook Live/Webex/Zoom programs), school programs, civic organization programs, career days, fairs, boat shows (only when display is manned and only those where direct contact is made). Simple dissemination of written information should not be considered an interpretive contact, i.e. providing a box of coloring books to a teacher, etc.

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# INTERPRETIVE CONTACTS

## NEW INSTRUCTION EXAMPLES



- A. Tour of the Dam for 35 people and give life jacket demonstration at the beginning of tour.  
First entry: Project Tour 35 direct on-site contacts  
Second entry: Water Safety 35 direct on-site contacts
- B. Water Safety on-site Program for 68 people and talk about history and missions of the lake at the beginning of program.  
First entry: Water Safety 68 direct on-site contacts  
Second entry: Corps Mission 68 direct on-site contacts
- C. Earth Day on-site event for 250 students and present programs at three different stations - water safety, pollinators, and reptiles.  
First entry: Water Safety 250 direct on-site contacts  
Second entry: Environmental 500 direct on-site contacts
- D. Staff a boat show booth and talk to 1,500 attendees about water safety and 2,000 attendees about recreational opportunities at local lakes.  
First entry: Water Safety 1,500 direct off-site contacts  
Second entry: Corps Mission 2,000 direct off-site contacts



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# INTERPRETIVE CONTACTS TRACKING SHEET (NRM MODULE)



- Will be posted on the ISOP Gateway Page under “Training”
- Includes new definitions/instructions

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	<b>NRM Module Data</b>													
2	<b>Interpretive Contacts</b>													
3	If you have any questions please contact Roseana Burick or a member of your District/Division ISOP team.													
4														
5	<i>Contacts</i>	# Corps Mission Contacts	# Cultural/ Historical Contacts	# Environmental Contacts	# General Safety Contacts	# Project Tour Contacts	# Water Safety Contacts	Total						
6	Direct Off-site*	126	15	150	0	0	111	276						
7	Direct On-site**	49	32	150	5	12	65	199						
8	<i>Total Interpretive Contacts:</i>							475						
9														
10	<i>Events***</i>	# Corps Mission Events	# Cultural/ Historical Events	# Environmental Events	# General Safety Events	# Project Tour Events	# Water Safety Events	Total						
11	Direct Off-site*	3	1	1	0	0	2	4						
12	Direct On-site**	3	1	4	1	1	1	7						
13	<i>Total Interpretive Programs:</i>							11						
14														
15	<i>Indirect</i>	# Corps Mission Contacts	# Cultural/ Historical Contacts	# Environmental Contacts	# General Safety Contacts	# Water Safety Contacts	Total							
16	Static Unique Message****	3	0	6	0	3	12							
17														
18														
19	<i>Social Media</i>	# Corps Mission	# Cultural/ Historical	# Environmental	# General Safety	# Water Safety	Total							
20	Social Media Unique Message *****	4	0	3	1	3	11							
21	Social Media Contact*****	1720	0	349	238	309	2616							
22														
23	<p><i>NOTE: The Social Media section should only be updated if your project manages your Social Media Accounts. Social Media accounts managed by Public Affairs Office under the main account for the District on behalf of the lake projects should not be recorded in Interpretive Contacts, this information is reported separately.</i></p> <p><i>NOTE: Projects should only include information on social media posts from prior FY, 01 Oct – 30 Sep. The contacts/impressions for these posts may be counted until the close of the Reporting System for that FY. For help on capturing Facebook Meta Data for NRM Assessment, please click on the link for "Capturing Facebook Meta Data for NRM Assessment" found on the help document.</i></p>													
24														
<span>NRM Module</span>   <span>Interpretive Programs</span>   <span>Static Messages</span>   <span>Social Media</span>   <span>Definitions</span>   <span>+</span>														



# INTERPRETIVE CONTACTS TRACKING SHEET (INTERPRETIVE PROGRAMS & EVENTS)

Interpretive Program Contacts Tracking					<i>5 minutes or more on any of these topics?</i>					
Program Name	Date	Onsite/Offsite?	# Participants	Target Audience	Corps Mission	Cultural/Historical	Environmental	General Safety	Project Tour	Water Safety
Plants	5-Oct-23	On-site		25 Adults			Yes			
Animals	10-Oct-23	On-site		35 Adults			Yes			
Water Safety	3-Nov-23	Off-site		89 Variety	Yes					Yes
Outdoor Adventure	12-Nov-23	On-site		65 Variety			Yes			Yes
Navigation	1-Dec-23	Off-site		22 Children	Yes					Yes
Recreation	3-Jan-24	On-site		5 Children	Yes			Yes	<input type="checkbox"/>	
Flood Risk Management	4-Jan-24	On-site		32 Adults	Yes	Yes				
Tour of the Dam	5-Jun-24	On-site		12 Variety	Yes				Yes	
History of the Lake	6-Jun-24	Off-site		15 Variety	Yes	Yes				
Snakes	7-Jun-24	Off-site		150 Children			Yes			
Eagles	10-Jun-24	On-site		25 Adults			Yes			



# INTERPRETIVE CONTACTS TRACKING SHEET (STATIC MESSAGES)



## Static Unique Messages (Indirect)

To add another type of static unique message, just add the new entry to the bottom under the Static Messages Table and it will auto-update.

Message Name	Date	Type	Target Audience	Corps Mission	Cultural/Historical	Environmental	General Safety	Project Tour	Water Safety
Plants	5-Oct-23	Interpretive Panel	Adults			Yes			
Animals	10-Oct-23	Bulletin Board	Adults			Yes			
Water Safety	3-Nov-23	Radio/TV Interview	Variety						Yes
Outdoor Adventure	12-Nov-23	Imprinted Message	Variety			Yes			
Navigation	1-Dec-23	Other	Children	Yes					
Recreation	3-Jan-24	Bulletin Board	Children	Yes					
Flood Risk Management	4-Jan-24	Radio/TV Interview	Adults	Yes					
Birds of Prey	5-Jun-24	Other	Variety			Yes			
Proper Rescue Techniques	6-Jun-24	Bulletin Board	Variety						Yes
Bird Wingspans	7-Jun-24	Interpretive Panel	Children			Yes			
Eagles	10-Jun-24	Radio/TV Interview	Adults			Yes			
Types of Life Jackets	21-Jun-24	Imprinted Message	Adults						Yes

Static Messages
Interpretive Panel
Bulletin Board
Radio/TV Interview
Imprinted Message
Other



# INTERPRETIVE CONTACTS TRACKING SHEET (SOCIAL MEDIA)



## Social Media Posts

To add another social media platform, just add the new entry to the bottom under the Social Media Platforms Table and it will auto-up

Message/Post Name	Date	Platform	Likes	Shares	Comments	Target Audience	Corps Mission	Cultural/Historical	Environmental	General Safety	Project Tour	Water Safety
Plants	5-Oct-23	Instagram	25	78	78	10 Adults			Yes			
Animals	10-Oct-23	Facebook	35	89	89	5 Adults			Yes			
Water Safety	3-Nov-23	Youtube	89	20	20	58 Variety						Yes
Outdoor Adventure	12-Nov-23	Instagram	65	10	10	32 Variety			Yes			
Navigation	1-Dec-23	Twitter/X	22	26	26	25 Children	Yes					
Recreation	3-Jan-24	Facebook	5	63	63	1 Children	Yes					
Flood Risk Management	4-Jan-24	Facebook	32	95	95	6 Adults	Yes					
Fireworks	3-Jul-24	Facebook	100	100	100	38 Variety				Yes		
Camping	21-Jun-24	Youtube	1200	200	200	45 Variety	Yes					
Swimming	20-Jun-24	Instagram	23	23	23	23 Variety						Yes
Boating	20-Jun-24	Instagram	24	24	24	25 Adults						Yes

Social Media Platforms
Instagram
Facebook
Youtube
Twitter/X
Other



# INTERPRETIVE CONTACTS TRACKING SHEET (NRM MODULE)



DEFINITIONS
<p><b>*Direct Off-Site</b> - An interpretive effort that took place off USACE property. This could include interactive virtual programs (such as Skype for Classroom/Facebook Live/Webex/Zoom programs), school programs, civic organization programs, career days, community events, boat shows (only when display is staffed and direct face-to-face contact is made). Direct contacts can only be counted if the contact is significant (min. of 5 minutes) and focused on a specific message. Simple dissemination of brochures, water safety promotional products, etc. should not be considered interpretive contacts, i.e. providing a box of water safety activity books to a teacher, handing out water safety flying rings (frisbees) during a parade, etc.</p>
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<p><b>***Events</b> - An event is usually planned and organized, but can be impromptu, i.e. speaking with a group at a boat ramp on the importance of water safety, roving interpretive programs, formal interpretive programs, community events, etc. Simple dissemination of written information would not be considered an interpretive contact, i.e. gate attendants handing out literature at the gate house, handing out water safety promotional products without talking to visitors about water safety, etc.</p>
<p><b>****Static Unique Message</b> – An interpretive effort where there is no direct contact by Corps personnel, i.e. PSA's, interpretive panels, bulletin board announcements, radio and TV interviews, and imprinted messages sponsored by the project, etc. Do NOT report numbers of people or the number of times a message is run, but rather, the total number of unique messages. Exhibits or booths at large events such as boat shows and fairs where no or very brief contact was made with the exhibit or staff should also be reported as one (1) indirect (unique message) contact. Since this category is counting messages and not people, the number in this field should normally be fairly small.</p>
<p><b>*****Social Media Unique Message</b> – An interpretive effort on a social media platform where there is no direct contact by Corps personnel, i.e. Facebook, Twitter, Instagram, YouTube, etc. This could include Facebook posts, Twitter posts, YouTube videos, etc. where the public is able to view and interact with the information. Report the number of unique messages.</p>
<p><b>*****Social Media Contact</b> – An interpretive effort on a social media platform where there is no direct contact by Corps personnel, i.e. Facebook, Twitter, Instagram, YouTube, etc. This could include Facebook posts, Twitter posts, YouTube videos, etc. where the public is able to view and interact with the information. Report the number the number of engagements with the message, i.e. likes, shares, and/or comments. Do NOT report the number of people who "saw" the message, or how many the message "reached".</p>
<p><b>TYPES</b> - Record each significant message (a demonstration or providing information for a minimum of 5 minutes) covered during an interpretive program or event under the corresponding Message Type. For example: If during a Project Tour a significant water safety interpretive message (a demonstration or providing specific information for a minimum of 5 minutes) was included at the beginning or end of the tour these contacts can also be included under the "Water Safety" Message Type. Pointing out safety measures associated with the tour or just telling the group to wear a life jacket does not qualify as a significant water safety message and should not be counted as water safety contacts.</p>
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Interpretive Contacts data is utilized by USACE to highlight, where appropriate, outreach efforts made by projects to educate and interpret the USACE mission to the public. This information is not used in visitation calculations or budget preparation. Due to a change in recording methodology, interpretive contact numbers from pre FY24 and post FY24 are not directly comparable.

Search: All Text Columns Go Actions

Fiscal Year

Division Name	District Name	Project Name	Project Site ID	Interpretive Contacts Yes or No	CWIS	Direct Off-Site													
						Direct Off-site Corps Mission Contact	Direct Off-site Cultural/ Historical Contact	Direct Off-site Environmental Contact	Direct Off-site General Safety Contact	Direct Off-site Project Tour Contact	Direct Off-site Water Safety Contact	Total Off-site Contacts	Direct Off-site Corps Mission Event	Direct Off-site Cultural/ Historical Event	Direct Off-site Environmental Event	Direct Off-site General Safety Event	Direct Off-site Project Tour Event	Direct Off-site Water Safety Event	
MISSISSIPPI VALLEY DIVISION	ROCK ISLAND	MISSISSIPPI RIVER BETWEEN ...	249		011550	1700	613	3175	0	75	3866	9429	21	9	21	0	1	1	
MISSISSIPPI VALLEY DIVISION	ROCK ISLAND	ILLINOIS WATERWAY IL AND IN	250		008010	31	0	1502	0	0	1730	3263	2	0	4	0	0	7	
MISSISSIPPI VALLEY DIVISION	ROCK ISLAND	FARM CREEK RESERVOIRS IL	259		005810	0	0	0	0	0	0	0	0	0	0	0	0	0	
MISSISSIPPI VALLEY DIVISION	ROCK ISLAND	SAYLORVILLE LAKE IA	255		016510	10562	0	0	0	0	18550	29112	6	0	0	0	0	2	
MISSISSIPPI VALLEY DIVISION	ROCK ISLAND	RED ROCK DAM - LAKE RED ...	254		015070	82	0	146	0	0	214	442	4	0	9	0	0	1	
MISSISSIPPI VALLEY DIVISION	ROCK ISLAND	CORALVILLE LAKE IA	253		003910	800	0	500	0	0	4436	5736	2	0	3	0	0	5	
Sum						13175	613	5323	0	75	28796	47982	35	9	37	0	1	6	

**NOTE: The TOTAL columns on the interpretive contacts report will be removed.**