

EXECUTIVE SUMMARY

In 2002, the Coastal States Organization (CSO) made a commitment to strengthening the availability and application of science in coastal decision making. Since then, CSO has produced a series of focus group summaries, white papers and surveys identifying the states' unmet needs in the areas of coastal research, science and technology. In an effort to disseminate those results, the CSO commissioned the development of this Outreach Strategy and Implementation Plan. The objective is to provide states' findings and recommendations to target audiences in a position to "act on or support" them.

The Outreach Strategy and Implementation Plan addresses the following:

- Consolidation of findings into eight themes;
- Identification of primary target audiences;
- Prioritization of findings and recommendations;
- Assessment of outreach methods;
- Development of metrics to gauge progress; and
- Recommendations for moving the effort forward.

Recognizing that conducting the full breadth of the proposed Outreach Strategy may be beyond the staff and funding capacity of CSO and the Coastal States Stewardship Foundation, the report concludes by discussing (in depth) the managers' top three priorities – land use, habitat, and coastal hazards. It also provides targeted actions to be accomplished in 2007 to advance the states' research, information, and technology needs in those areas.