

Section One: Methodology and Purpose

A. The Issue

In recent years, CSO has produced and/ or commissioned a series of products and recommendations addressing the needs of state coastal managers in the areas of research, science and technology. These materials, identified in Appendix A, include surveys to assess needs in the areas of coastal management science, technology, observations and monitoring (2004); a review of “best practices” in translating science into coastal management (2005); a series of regional focus groups (2004- 2006); and several commissioned white papers. While these multiple products offer a wealth of information that can inform and advance coastal management efforts, their impact has been compromised by lack of a systematic plan to disseminate them to target audiences in a manner that will encourage their use and application. Developing and implementing such a plan will result in broader awareness of the states’ needs, yield new or improved information products and tools that states can use to influence coastal management, and build better partnerships between the science and management communities.

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B. The Approach

CSO requested contractor assistance in achieving the following goal: “to develop and implement a strategy to distribute this information and encourage implementation of the recommendations.” Project objectives associated with that goal include 1) identifying primary target audiences likely to act on and support the states’ recommendations; 2) prioritizing and summarizing the findings and recommendations of the various reports and other products; 3) determining the most effective methods of communicating the states’ priorities and disseminating reports and products; 4) identifying additional actions to increase awareness and action by target audiences; 5) proposing methods to implement key recommendations; and 6) identifying metrics that can be used to gauge progress in implementing the Outreach Strategy. The contractor addressed the above goal and objectives with a multi-step methodology that featured project scoping; detailed literature search; review, abstracting and synthesis of relevant documents; and consultations with CSO staff, CSSF Board members, and others in the coastal management community. This methodology provided the CSSF Project Committee and contractor with a firm basis for prioritizing management issues and identifying associated messages, key target audiences, and delivery mechanisms.

C. The Intended Outcome

Drawing from the focus group results, surveys, white papers and associated materials, the above methodology yielded a synthesis of research, information and technology needs identified by state coastal managers (Appendix B). It also yielded a framework for selecting key messages from CSO materials and directing them to target audiences drawn from the larger community of CSO members, partners and constituents (Appendix C). This provided the CSSF Project

Committee with a basis for prioritizing key messages and identifying relevant target audiences, focusing on those that 1) view state coastal managers as a primary client; and 2) fund and/ or conduct research, data and technology development initiatives. In preparing and presenting this material, an emphasis was placed on *sustainability*: mechanisms to institutionalize outreach and implementation measures to realize long term benefits in strengthening the application of science in coastal decision- making.