

Section Seven: Implementation and Recommendations for Moving Forward

Implementation of the targeted Outreach Strategy (Table 3) entails five primary steps that will strengthen the application of science in coastal decision- making:

- 1. CSO endorsement:** CSO and the CSSF should endorse this Outreach Strategy and Implementation Plan as general guidance as findings and recommendations from recent reports and products are disseminated to members, partners and constituents.
- 2. Prepare summary document:** A brief (1-2 page) document showcasing land use, habitat and coastal hazards priorities and associated recommendations should be prepared for broad dissemination.
- 3. Establish and execute dissemination tasks:** CSO and the contractor should work closely to establish and execute specific dissemination tasks related to the three priority management issues. This should include further refinement of the target audience, Outreach Strategy, timelines, and metrics to gauge progress.
- 4. Prepare audience- specific summary statements:** Action “briefs” tailored to each of the three priority management issues (i.e., land use, habitat, coastal hazards) should be prepared, as needed, in electronic and print media to communicate with, and encourage action by target audiences.
- 5. Pursue communication opportunities in both personal/ small group and targeted, large scale settings, as appropriate:** Findings and recommendations should be presented to key target audiences (as identified in Table 3 and cross-referenced with Appendix C) when opportunities arise (e.g., regularly scheduled meetings, technical sessions, association meetings, annual conferences, personal visits.)

In cooperation with CSO, the project contractor will accomplish these steps over the course of 2007, preparing the above- mentioned materials; coordinating mailings and Internet postings; identifying opportunities to communicate findings and recommendations; and establishing and tracking metrics to gauge progress. CSO and the CSSF will be responsible for review and approval of the summary materials, letters, dissemination plans, and metrics. Where possible, CSO representatives will be called upon to present findings and recommendations to target audiences in various settings.