

Appendix J: Mendocino Quantitative Organizational Survey Results

I. Organizational Needs (Building and Maintaining Your Organization)		Fed. Gov.	State Gov.	Local Gov.	Priv. Bus.	Ed.	Nonprofit Organizations						Totals	
			A	B			C	D	E	F	G	H		
1. Business Planning														
a.	Assistance in the creation of a business plan.								5	5		2		12
b.	Assistance in the creation of a strategic plan.								5	5		5		15
c.	Assistance with developing or sustaining a marketing program.								5	5				10
d.	Solutions/strategies to cover up-front costs of developing projects.		2						5	5	5			17
2. Business Management and Finances														
a.	Strategies to cover or reduce indirect operating expenses (Our Indirect expense is approx. _____%).									5				5
b.	Assistance with day to day financial management (e.g., book keeping, budgeting, cash flow, invoicing, record keeping).		1						1	5				7
c.	Assistance with strategies to retain knowledgeable staff.		2						1	5				8
d.	Enable advance and/or speed up payment process for government funded projects.										3	3		6
e.	State general funding (not tied to bond acts, etc.) for coastal conservation.		10					5						15
f.	Assistance with understanding agency goals and how they link with existing funding opportunities.								2		1	2		5
g.	Support developing implementation strategies for regional marine and coastal conservation plans.						1	5	2		3			11
3. Additional Needs in this Category (Please list).														
a.	General fund increases for professional science staff		13											13
b.	Project management staff		3											3
c.	We hope to establish an office									5				5
d.														0
Sub-total for Organizational Needs		0	31	0	0	0	1	10	26	40	12	12		132

II. Data Needs (Development of and/or Access to the Best Available Science and Information)		Fed. Gov.	State Gov.	Local Gov.	Priv. Bus.	Ed.	Nonprofit Organizations					Totals	
							C	D	E	F	G		H
1. Environmental Monitoring and Research			A	B									
a.	Support for monitoring environmental parameters. Which parameters? _____		5					3		3	5	16	
b.	Assistance with designing monitoring or research protocols and programs (please circle bold)		2				2	3	3		3	16	
c.	Necessary supplies or equipment for existing/new monitoring or research (please circle bold) .		1					2			3	6	
d.	Increased research on _____		2					4		2		8	
e.	Coordination of monitoring and research within a specific geographic area- Where? _____.							4		3	2	9	
2. Socio-Economic Monitoring and Research													
a.	Research on the economics of coastal conservation and restoration							1				1	
b.	Research on economic valuation of traditional uses (e.g., fishing, forestry, ag.)							1				1	
3. Environmental, Economic and GIS Data													
a.	Creation of centralized information on existing data to support coastal and marine conservation planning and implementation.		3					1		1		5	
b.	Additional spatial data on (please list needs) _____.						2	2		2		6	
c.	Guidance on data and attribute standards.		2							3		5	
d.	Information on marine Areas of Special Biological Significance (ASBS) in Mendocino, Humboldt, and Del Norte counties.										1	1	
e.	Information on model conservation projects that integrate marine and coastal conservation.							1			1	2	
f.	Method for identifying ecologically or recreationally significant land and sea interfaces to focus conservation work							1		3	1	5	
g.	Create or get better access to technical advisors such as UC Coop Extension, NRCS staff etc.		2					2	5			9	
h.	Assistance with developing GIS data layers for specific projects.									2		2	
i.	An entity that can develop up-to-date, accurate data layers for a diversity of groups.							2		2		4	
4. Additional Needs (Please list).												0	
a.	_____												
Sub-total for data needs		0	17	0	0	0	4	5	25	5	24	16	96

III. Social-Political Needs (Enhancing Collaboration, Incentives, and Policies)		Fed Gov.	State Gov.	Local Gov.	Priv Bus.	Education	Nonprofit Organizations						Totals
							C	D	E	F	G	H	
1. Collaboration/Communications			A	B									
a.	Improved communication with conservation partners (i.e., state/fed agencies, tribes, nonprofits, etc). My org. needs this with _____.		2						2.5	4	7	15.5	
b.	Improved collaboration with conservation partners (i.e., state/fed agencies, tribes, nonprofits, etc). My org. needs this with _____.							2	2.5	3	2	9.5	
c.	Assistance with understanding agency goals and how they link with existing conservation opportunities.										1	1	
d.	A "one-stop shop" to identify government programs and assistance.							2		2	1	5	
e.	Improved marketing of existing incentive programs.											0	
f.	Development of a regional funding mechanism (such as Open Space District, North Coast Conservancy).					1				2	2	5	
g.	Assistance forming regional advocacy within competitive state and federal funding framework.										2	2	
2. Policy Needs/Incentives													
a.	Improved incentives for landowners to conduct conservation activities on their land.						5	1			5	11	
b.	Improved incentives for resources users (fisherman, recreation, land owners, etc.).							1			5	6	
c.	Development of incentives for marine resources user groups to include conservation measures.										5	5	
d.	Effective marine policies that include conservation.							2				2	
e.	Improved tracking and implementation of marine/coastal policy (local/state/federal) (please circle bold).											0	
f.	Programmatic permits for specific types of conservation projects or geographic regions.									3	4	7	
3. Additional Needs (Please list).													
a.													
b.													
Sub-total for this sheet		0	2	0	0	0	1	5	8	5	14	34	69

IV. Outreach and Education Needs (Developing Community Stewardship)		Fed Gov.	State Gov.	Local Gov.	Priv Bus.	Education	Nonprofit Organizations						Totals
							C	D	E	F	G	H	
1. General Public Outreach and Education			A	B			C	D	E	F	G	H	
a.	Improved public access to significant areas/projects (map production, access, etc).										3		3
b.	Assistance/support with public education programs (multi-media public outreach such as signage, brochures, radio advertisements)		3				1			5		1	10
c.	Effective outreach tool for state decision makers regarding the statewide importance of coastal conservation in this region.		5								3	1	9
d.	Social Marketing campaign for population centers re: importance of the north coast - why they should care.											1	1
e.	Support/assist with K-12 education programs.		3						10				13
f.	Improved community buy-in for coastal conservation.										4	1	5
2. Connecting People to Place													
a.	Assistance with outreach products to connect community to place (land and ocean).								2		4		6
b.	Increased stewardship ethic in our community.		2						1			4	7
c.	Assistance with outreach products to increase awareness of the spiritual and historic context of the land and ocean.								2			4	6
3. Additional Needs (Please list).													
a.													
b.													
c.													
d.													
Sub-total for this sheet		0	13	0	0	0	1	0	15	5	14	12	60

V. Training and Technology Needs		Fed. Gov.	State Gov.	Local Gov.	Private Bus.	Education	Nonprofit Organizations					Totals	
							C	D	E	F	G		H
1. Conferences/Workshops/Peer Learning			A	B									
a.	Funds for attending professional conferences.								3.5			3.5	
b.	Access to focused education opportunities (continuing education, Extension courses, workshops).									2		2	
c.	Opportunities for peer learning with other organizations who do similar work.		2				1	2	3.5		2	10.5	
d.	Increased venues for sharing data and information (workshops, forums and conferences).							2	3.5		2	7.5	
2. Equipment													
a.	Field equipment (i.e. tools)							2			2	4	
b.	Vehicles (i.e. trucks and boats)									2		2	
3. Technology													
a.	GIS Software.							2	3.5	2		7.5	
b.	Other software needs? (please provide list). _____									2		2	
c.	New computer hardware.							2	3.5	3		8.5	
4. Additional Needs (Please list).													
a.	staff to utilize equipment/tech.		5									5	
b.	We hope to establish an office which would include phone lines,								3.5			3.5	
5. Training and Access to Technical Expertise													
a.	Engineering.								3.5		4	7.5	
b.	Hydrology.		5						3.5	3	2	13.5	
c.	Real estate issues (e.g., conservation easements, acquisition, negotiations, legal issues).					1		1	3.5		1	6.5	
d.	Habitat Restoration design, implementation, and/or monitoring (please circle bold).		2			1		6		5	1	15	
f.	Environmental Law.											0	
h.	Process skills - facilitation, negotiation, project evaluation (please circle bold).							2			1	3	
i.	Coastal and marine conservation applications in GIS/remote sensing (Please circle bold).									1		1	
j.	Contracting, MOUs, Cooperative Agreements, Prevailing Wage (please circle bold).								3.5		1	4.5	
k.	GPS.							1			1	2	
l.	Web design, graphic design.							4			1	5	
m.	Permitting projects.									4	1	5	
n.	Other: _____		10									10	
Sub-total for this sheet		0	24	0	0	0	3	0	24	35	24	19	129

VI. Regulatory Needs (Understanding and Improving the Regulatory Environment)		Fed Gov.	State Gov.	Local Gov.	Priv Bus.	Education	Nonprofit Organizations						Totals
			A	B			C	D	E	F	G	H	
a.	Improved understanding of marine laws and regulations that affect marine conservation.											1	1
b.	Enforcement of existing regulations (i.e. Clean Water Act)											1	1
b.	Safe Harbor programs for private lands that is adopted by federal and state agencies.											1	1
c.	Assistance with determining what permits are necessary for project implementation.							1	2.5			1	4.5
d.	Safety from liability for restoration/conservation efforts on private land (i.e. County ordinance).								2.5			1	3.5
e.	Permit Assistance Center to aid landowners doing voluntary conservation projects.							1				1	2
f.	Consistency in approach of agency staff working on my projects - (consistent trainings, etc.).											1	1
3. Additional Needs (Please list).													
a.	Regulatory agency staff to enforce regulations and assist with permits		5										5
b.													
c.													
d.													
Sub-total for this sheet			5	0	0	0	0	0	2	5	0	7	19

OTHER		Federal Gov.	State Gov.	Local Gov.	Private Bus.	Educ ation	Nonprofit Organizations						Totals	
			A	B			C	D	E	F	G	H		
a.	Land management/Operation and maintenance		8				10							18
b.	Acquisition						80	80			12			172
b.	Money													0
c.														0
d.														0
e.														0
f.														0
Sub-total			8	0	0	0	90	80	0	0	12	0		190