

Appendix J: Mendocino Quantitative Regional Survey Results

I. Organizational Needs (Building and Maintaining Your Organization)		Fed. Gov.	State Gov.	Local Gov.	Priv. Bus.	Ed.	Nonprofit Organizations					Totals	
							C	D	E	F	G		H
1. Business Planning			A	B									
a.	Assistance in the creation of a business plan.										2	2	
b.	Assistance in the creation of a strategic plan.									2	3	5	
c.	Assistance with developing or sustaining a marketing program.											0	
d.	Solutions/strategies to cover up-front costs of developing projects.		2				5			5	2	14	
2. Business Management and Finances													
a.	Strategies to cover or reduce indirect operating expenses (Our Indirect expense is approx. _____%).											0	
b.	Assistance with day to day financial management (e.g., book keeping, budgeting, cash flow, invoicing, record keeping).											0	
c.	Assistance with strategies to retain knowledgeable staff.											0	
d.	Enable advance and/or speed up payment process for government funded projects.									5	2	7	
e.	State general funding (not tied to bond acts, etc.) for coastal conservation.		10				5			5		20	
f.	Assistance with understanding agency goals and how they link with existing funding opportunities.						5				2	7	
g.	Support developing implementation strategies for regional marine and coastal conservation plans.		2				5				2	9	
3. Additional Needs in this Category (Please list).													
a.	General fund increases for professional science staff		22									22	
b.	Transmittal of funding opportunities in restoration, consultations, forestry										5	5	
c.												0	
Sub-total for Organizational Needs		0	36	0	0	0	20	0	0	0	17	18	91

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			C	D	E	F	G	H	
a.	Support for monitoring environmental parameters. Which parameters? _____		3				5		7		3	2	20
b.	Assistance with designing monitoring or research protocols and programs (please circle bold)						5		7			2	14
c.	Necessary supplies or equipment for existing/new monitoring or research (please circle bold) .								5			2	7
d.	Increased research on _____.		4						30		2	3	39
e.	Coordination of monitoring and research within a specific geographic area- Where? _____.		2									1	3
2. Socio-Economic Monitoring and Research													
a.	Research on the economics of coastal conservation and restoration		1				5					1	7
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.										5	3	8
b.	Additional spatial data on (please list needs) _____.						5				2		7
c.	Guidance on data and attribute standards.												0
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.		2									1	3
f.	Method for identifying ecologically or recreationally significant land and sea interfaces to focus conservation work						5					1	6
g.	Create or get better access to technical advisors such as UC Coop Extension, NRCS staff etc.		2									1	3
h.	Assistance with developing GIS data layers for specific projects.											1	1
i.	An entity that can develop up-to-date, accurate data layers for a diversity of groups.		3				5		17		5	1	31
4. Additional Needs (Please list).													
a.													
Sub-total for data needs		0	17	0	0	0	30	0	66	0	17	21	151

III. Social-Political Needs (Enhancing Collaboration, Incentives, and Policies)		Federal Gov.	State Gov.	Local Gov.	Private 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 _____.							5		5	1	11	
b.	Improved collaboration with conservation partners (i.e., state/fed agencies, tribes, nonprofits, etc). My org. needs this with _____.					5		2			1	8	
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.										1	1	
e.	Improved marketing of existing incentive programs.										1	1	
f.	Development of a regional funding mechanism (such as Open Space District, North Coast Conservancy).					5		5		5	1	16	
g.	Assistance forming regional advocacy within competitive state and federal funding framework.									5	1	6	
2. Policy Needs/Incentives													
a.	Improved incentives for landowners to conduct conservation activities on their land.		5								3	8	
b.	Improved incentives for resources users (fisherman, recreation, land owners, etc.).										3	3	
c.	Development of incentives for marine resources user groups to include conservation measures.									2	3	5	
d.	Effective marine policies that include conservation.		5			5				3	2	15	
e.	Improved tracking and implementation of marine/coastal policy (local/state/federal) (please circle bold).					5				3	1	9	
f.	Programmatic permits for specific types of conservation projects or geographic regions.									5	3	8	
3. Additional Needs (Please list).													
a.													
b.													
c.													
d.													
Sub-total for this sheet		0	10	0	0	0	20	0	12	0	28	22	92

IV. Outreach and Education Needs (Developing Community Stewardship)		Federal Gov.	State Gov.	Local Gov.	Private Bus.	Education	Nonprofit Organizations						Totals
							C	D	E	F	G	H	
1. General Public Outreach and Education			1	1									
a.	Improved public access to significant areas/projects (map production, access, etc).												0
b.	Assistance/support with public education programs (multi-media public outreach such as signage, brochures, radio advertisements)						5						5
c.	Effective outreach tool for state decision makers regarding the statewide importance of coastal conservation in this region.		5									1	6
d.	Social Marketing campaign for population centers re: importance of the north coast - why they should care.		3					20				1	24
e.	Support/assist with K-12 education programs.		3										3
f.	Improved community buy-in for coastal conservation.		3										3
2. Connecting People to Place													
a.	Assistance with outreach products to connect community to place (land and ocean).											5	5
b.	Increased stewardship ethic in our community.		3					2			5	5	15
c.	Assistance with outreach products to increase awareness of the spiritual and historic context of the land and ocean.		3									4	7
3. Additional Needs (Please list).													
a.													
b.													
c.													
d.													
Sub-total for this sheet		0	20	0	0	0	5	0	22	0	5	16	68

V. Training and Technology Needs		Fed. Gov.	State Gov.	Local Gov.	Private Bus.	Education	Nonprofit Organizations						Totals
			A	B			C	D	E	F	G	H	
1. Conferences/Workshops/Peer Learning													
a.	Funds for attending professional conferences.											2	2
b.	Access to focused education opportunities (continuing education, Extension courses, workshops).										5		5
c.	Opportunities for peer learning with other organizations who do similar work.						5						5
d.	Increased venues for sharing data and information (workshops, forums and conferences).									5	2		7
2. Equipment													
a.	Field equipment (i.e. tools)											1	1
b.	Vehicles (i.e. trucks and boats)											1	1
3. Technology													
a.	GIS Software.												0
b.	Other software needs? (please provide list). _____												0
c.	New computer hardware.												0
4. Additional Needs (Please list).													
a.													
5. Training and Access to Technical Expertise													
a.	Engineering.											1	1
b.	Hydrology.											1	1
c.	Real estate issues (e.g., conservation easements, acquisition, negotiations, legal issues).						5					1	6
d.	Habitat Restoration design, implementation, and/or monitoring (please circle bold).						10						10
f.	Environmental Law.											1	1
h.	Process skills - facilitation, negotiation, project evaluation (please circle bold).											1	1
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).											1	1
k.	GPS.											1	1
l.	Web design, graphic design.											1	1
m.	Permitting projects.											1	1
n.	Other: _____												
Sub-total for this sheet		0	0	0	0	0	20	0	0	0	10	16	46

VI. Regulatory Needs (Understanding and Improving the Regulatory Environment)		Federal Gov.	State Gov.	Local Gov.	Private 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)		5				5				5	1	16
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.										5	1	6
d.	Safety from liability for restoration/conservation efforts on private land (i.e. County ordinance).										3	1	4
e.	Permit Assistance Center to aid landowners doing voluntary conservation projects.											1	1
f.	Consistency in approach of agency staff working on my projects - (consistent trainings, etc.).										10	1	11
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			10	0	0	0	5	0	0	0	23	7	45

OTHER		Federal Gov.	State Gov.	Local Gov.	Private Bus.	Educa tion	Nonprofit Organizations						
			A	B			C	D	E	F	G	H	Totals
a.	Land management/Operation and maintenance		7					50					57
b.	Acquisition							50					50
b.	Money												0
c.													0
d.													0
e.													0
f.													0
Sub-total			7	0	0	0	0	100	0	0	0	0	107