

# SURVEY INSTRUMENT

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Dear Colleague,

The Elkhorn Slough National Estuarine Research Reserve (ESNERR) requests your assistance with a project that will shape the future of coastal management in the Monterey Bay area. We are conducting a survey to identify the information needs of people who make decisions about the coastal environment and resources of the Monterey Bay area (including Monterey, Santa Cruz and San Benito counties). The survey takes about 15 minutes to complete. Survey results will be available on our website at [www.elkhornslough.org](http://www.elkhornslough.org) but your individual response will be confidential. These findings will allow us—as well as other organizations, including your own—to identify opportunities for partnering, discover new ways to share resources, understand the needs of our region, and ultimately, improve the health of our coastal environment.

ESNERR is in the process of developing a regional Coastal Training Program with funding and guidance from NOAA (National Oceanic and Atmospheric Administration). The program is geared toward people whose decisions impact our coastal environment in the Monterey Bay, such as land use planners, natural resource managers, elected officials, regulatory personnel, volunteer boards, nonprofits, researchers, contractors, landscapers, etc. This offers a very exciting opportunity to partner, share resources and catalyze efforts in training.

We are asking that you assist us by completing our online survey at:

[online link to survey]

**We are requesting that you complete this survey by 5:00 on May 8, 2002. As a thank you for your assistance, you will receive a family day pass to visit the Elkhorn Slough Reserve.** If you are not the appropriate person from your organization to complete the survey, please forward it to the correct contact. If you have any questions regarding the Coastal Training Program or any part of this survey, please feel free to contact me.

Thank you for your assistance in this important project and your commitment to improving our coastal environment—we look forward to continued collaboration with you!

Best Regards,

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Please note: If do not wish to receive further emails from us, please click the link below, and you will be automatically removed from our mailing list.

[link to be removed]

# Coastal Management Training Survey

Thank you for your willingness to participate in our survey about the Monterey Bay area coastal environment—we appreciate your time and input. This survey should take you about 15 minutes to complete. The maximum number of questions that you will be asked is 26 (you may be asked to respond to fewer questions, depending on the specifics of your organization).

For the purpose of this survey, our definition of training encompasses both formal and informal settings, including workshops, seminars, presentations, demonstrations, technology modeling and/or a lecture series.

1. Does your organization provide any training, information, outreach, educational materials, or some other educational product/service related to the coastal environment? (IF YES, CHECK ALL THAT APPLY)
  - No *PLEASE SKIP TO QUESTION #25*
  - Yes, we provide training
  - Yes, we provide science-based information
  - Yes, we provide outreach (webpage, newsletters, etc.)
  - Yes, we provide educational materials
  - Other, please specify \_\_\_\_\_
  
2. Do you provide training or education in the Monterey Bay area?
  - Yes
  - No *PLEASE SKIP TO QUESTION #25*
  
3. Who do you offer education and training to? (CHECK ALL THAT APPLY)
  - Professionals who work in coastal management, either directly or indirectly (for example, planners, elected officials, nonprofits, regulatory personnel, landscapers, community leaders, program managers, practitioners, scientists, etc.)
  - General public *IF YOU ONLY CHECKED "GENERAL PUBLIC," PLEASE SKIP TO QUESTION #25*
  - Professionals who work in coastal management AND general public
  
4. Who do you provide training for? (CHECK ALL THAT APPLY)
  - In-house staff
  - Staff from other organizations

5. Who received training from you in the past two years? Additionally, please tell us if you think there is a high, medium or low need for additional training and education about the coastal environment in the Monterey Bay area for each of these groups. (CHECK TWO RESPONSES FOR EACH CATEGORY—ONE FOR IF THEY RECEIVED TRAINING, ONE FOR THE NEED FOR TRAINING)

<i>Group</i>	<i>Received Training from You in Past 2 Years?</i>	<i>Need for Additional Training and Education</i>		
Academic community members, including academic extension programs	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Agricultural sector (e.g., farmers, agricultural organizations)	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Analytical labs, including soil and water technicians	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Board of supervisors or city council members	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Business community members and/or organizations, including the Chamber of Commerce and Rotary Club	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Citizen-based watershed councils	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
City managers	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Conservation commissions and/or staff (i.e., Coastal Commission)	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Ecotour operators and/or coastal recreation businesses (e.g., kayak shops, dive instructors, etc.)	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Enforcement/regulatory personnel (including law enforcement, permits)	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Engineers/technicians	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Environmental consultants (private)	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Fishing organizations or individuals (recreational or commercial)	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Harbormasters and harbor commission members	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Health and safety department or boards	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Industry, including marine industry	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Landscapers and/or nurseries	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Media professionals	<input type="radio"/> Yes	<input type="radio"/> High	<input type="radio"/> Medium	<input type="radio"/> Low

<i>Group</i>	<i>Received Training from You in Past 2 Years?</i>	<i>Need for Additional Training and Education</i>		
	<input type="radio"/> No	need	need	need
Neighborhood/homeowner associations	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Nonprofit organization staff and/or board members, including land trusts, environmental organizations and watershed organizations	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Planning/zoning boards and/or staff	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Public works officials and/or staff	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Realtors and/or real estate developers/architects	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Sewage treatment/waste water management employees	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
State and/or federal legislators	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Water resource agencies	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need

6. Are there other groups that you've trained in the past year, or other groups that you think need additional training? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Which of the following topics have you offered training on in the past two years? For each topic, please indicate how often you have offered this training topic in the past two years. Additionally, please tell us if you think there is a high, medium or low need for additional training and education about the listed topic in the Monterey Bay area in each of these areas. (CHECK TWO RESPONSES FOR EACH ISSUE—ONE FOR HOW OFTEN YOU'VE OFFERED IT, ONE FOR THE NEED FOR TRAINING)

<i>Topics</i>	<i>Number of Trainings Offered in Past 2 Years</i>				<i>Need for Additional Training and Education</i>		
<b>7. Habitat Issues</b>							
Endangered or threatened species	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Fire management	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Habitat restoration	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Invasive species	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Native plants	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Protected area management	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Wetlands and waterways protection	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Wildlife corridors	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
<b>8. Coastal Issues</b>							
Coastal and oceanographic processes	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Coastal erosion and accretion	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Coastal public access	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Disaster response	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Dredging and filling	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Marina/harbor planning	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need

Topics and/or management	Number of Trainings Offered in Past 2 Years				Need for Additional Training and Education		
		times	times	times	need	need	
Recreational use	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Saltwater intrusion	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
<b>9. Water Quality Issues</b>							
Eutrophication	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Ground water issues	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Nitrogen loading	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Non-point source pollution	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Point source pollution	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Sedimentation	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Septic system issues	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Waste water management	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Water resources	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
<b>10. Planning and Regulation</b>							
Conservation land planning	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Environmental health	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Environmental legislation	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
General land planning	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	Low need

<i>Topics</i>	<i>Number of Trainings Offered in Past 2 Years</i>				<i>Need for Additional Training and Education</i>		
GIS (geographical information systems)	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Interagency coordination	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Regulatory compliance and understanding	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Regulatory enforcement	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Sustainable building, development and/or industries	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
<b>11. Resource Management and Other Issues</b>							
Agricultural issues and practices	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Aquaculture/mariculture	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Conservation technologies	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Critical area delineation and management	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Ecological landscaping	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Environmental education	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Environmental monitoring	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Erosion control	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Estuarine ecology	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Fisheries and by-catch issues	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Fisheries and fishery law	<input type="radio"/> Never	<input type="radio"/> 1-3	<input type="radio"/> 4-6	<input type="radio"/> 7+	<input type="radio"/> High	<input type="radio"/> Medium	<input type="radio"/> Low need

<i>Topics</i>	<i>Number of Trainings Offered in Past 2 Years</i>				<i>Need for Additional Training and Education</i>		
		times	times	times	need	need	
Forestry issues	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Global climate change and/or sea level rise	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Mineral, oil and natural gas extraction	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Real estate issues	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need
Renewable energy	<input type="radio"/> Never	<input type="radio"/> 1-3 times	<input type="radio"/> 4-6 times	<input type="radio"/> 7+ times	<input type="radio"/> High need	<input type="radio"/> Medium need	<input type="radio"/> Low need

12. Are there other topics which you've offered training on in the past two years, or topics which you think there is an additional need for training and education? If so, please specify. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

13. Do you offer any other professional resources, besides training to people working on coastal resource issues? (CHECK ALL THAT APPLY)
- Assistance with regulatory compliance
  - Brochures
  - Library
  - Reference materials
  - Website assistance or information
  - Other, please specify \_\_\_\_\_

14. Please tell how effective each training method you use is. If you do not use the method, please check N/A.

<i>Training Method</i>	<i>Effectiveness</i>			
Conferences	<input type="radio"/> Very Effective	<input type="radio"/> Somewhat Effective	<input type="radio"/> Not Very Effective	<input type="radio"/> N/A – Do Not Use
Courses	<input type="radio"/> Very Effective	<input type="radio"/> Somewhat Effective	<input type="radio"/> Not Very Effective	<input type="radio"/> N/A – Do Not Use
Distance learning	<input type="radio"/> Very Effective	<input type="radio"/> Somewhat Effective	<input type="radio"/> Not Very Effective	<input type="radio"/> N/A – Do Not Use
Field exercises/ demonstrations	<input type="radio"/> Very Effective	<input type="radio"/> Somewhat Effective	<input type="radio"/> Not Very Effective	<input type="radio"/> N/A – Do Not Use
Online	<input type="radio"/> Very Effective	<input type="radio"/> Somewhat Effective	<input type="radio"/> Not Very Effective	<input type="radio"/> N/A – Do Not Use
Panel discussions	<input type="radio"/> Very Effective	<input type="radio"/> Somewhat Effective	<input type="radio"/> Not Very Effective	<input type="radio"/> N/A – Do Not Use
Roundtable discussions	<input type="radio"/> Very Effective	<input type="radio"/> Somewhat Effective	<input type="radio"/> Not Very Effective	<input type="radio"/> N/A – Do Not Use
Seminars/ lectures	<input type="radio"/> Very Effective	<input type="radio"/> Somewhat Effective	<input type="radio"/> Not Very Effective	<input type="radio"/> N/A – Do Not Use

15. Are there other effective methods through which you provide training? If so, what are they? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

16. Which *three* marketing tools have you found most effective to promote your training programs?  
(CHECK ONLY THREE)

- Advertising in newspapers
- Co-sponsorships/partnerships
- Direct mail
- Email lists
- Fax
- News articles
- Newsletters
- Phone solicitations
- Posters on community bulletin boards
- Press releases
- Public service announcements
- Radio
- Television
- Website
- Word-of-mouth
- Other, please specify \_\_\_\_\_

The following questions are about how we can best support you. Please tell us how interested you would be in each of the following kinds of support. (CHECK ONE RESPONSE FOR EACH CATEGORY)

<i>Type of Support</i>	<i>Your Interest in Receiving this Kind of Support</i>			
<b>17. Natural Resource Management</b>				
Agricultural Best Management Practices	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Cumulative impacts of watershed development to the coast	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Development of resource management plans	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Economic valuation of coastal resources	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Habitat restoration	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Invasive species monitoring	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Marine protected areas delineation	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Using science to identify ecological threats	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Water quality data and analysis	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Watershed planning	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A

<i>Type of Support</i>	<i>Your Interest in Receiving this Kind of Support</i>			
<b>18. Conservation Methods and Technology</b>				
Conservation biology	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Easement and leasing of public trust lands	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Environmental research	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
GIS as a planning tool	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Land acquisition	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Land planning	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
<b>19. Education and Training</b>				
Audience and issue identification	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Community incentives for protecting watersheds	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Conservation education strategies	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Involving volunteers in environmental monitoring	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Regulatory interpretation	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Training curriculum development	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
<b>20. Organizational Development</b>				
Building partnerships	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Enhanced interagency coordination	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Funding development	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Grant-writing	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Leadership development	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Public outreach	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A
Team-building	<input type="radio"/> Very Interested	<input type="radio"/> Somewhat Interested	<input type="radio"/> Not Very Interested	<input type="radio"/> N/A

21. Are there other types of support in which you are interested? If so, please specify. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
22. Is your organization (CHECK ONE):  
 Governmental  
 University  
 Nonprofit  
 For-profit  
 Other, please specify: \_\_\_\_\_
23. Relative to your organization's mission, how central is providing training and education for people making decisions about the coastal environment?  
 Very central  
 Somewhat central  
 Somewhat peripheral  
 Very peripheral
24. Have you offered any trainings or education in partnership with other organizations in the past two years?  
 No  
 Yes
25. Is there anything else that you think we should know as we design our training program regarding the coastal environment in the Monterey Bay area (suggestions, recommendations, additional thoughts on the need for this program)? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
26. Please provide us with the following contact information. Please be assured that your contact information will remain strictly confidential; we will not share this information with anyone.
- Name \_\_\_\_\_
- Title \_\_\_\_\_
- Organization \_\_\_\_\_
- Program \_\_\_\_\_
- Address \_\_\_\_\_
- Telephone \_\_\_\_\_ Fax \_\_\_\_\_
- Email Address \_\_\_\_\_ Website \_\_\_\_\_

***THANK YOU SO MUCH FOR YOUR PARTICIPATION!***