

Improving Public Outreach and Education For Natural Community Conservation Planning

A Report Prepared for:

California Department of Fish and Game
Habitat Conservation Planning Branch
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Executive Summary

Natural Community Conservation Planning (NCCP) is a collaborative regional planning tool through which local jurisdictions and the California Department of Fish and Game (DFG or the Department) can devise strategies to balance development needs with threatened and endangered species conservation. It is a process that requires strategic communication throughout--from initiation, through planning, and on indefinitely into implementation. DFG recognizes this need and commissioned this study to explore improving outreach and education for NCCP.

The results of this study show that the core participants surveyed do not feel that their visions of the goal of DFG's NCCP education and outreach have come very close to being achieved. In order to improve outreach and education, a strategy must be outlined that takes into account how NCCP evolves over time and how this influences the different types of outreach and education needed in the different phases of the process. Formation of an outreach and education plan should strategically address various priority audiences at different points in the NCCP process-focusing on core participants in the planning process and the general public as implementation and acquisition ensue. This survey attempted to elicit respondents' perspectives on the following information:

- levels of knowledge of the NCCP process
- DFG's priority target audiences
- DFG outreach and education priority goals
- the most effective methods to reach target audiences

Additional results from this assessment include specific ideas from the respondents on how DFG can improve outreach and education, an inventory of existing outreach and education activities, as well as ideas for improving outreach and education efforts for the broad group of participants involved in the NCCP process.

Introduction

Natural Community Conservation Planning is a tool for balancing conservation of natural landscapes and sensitive species with new land uses. It provides a forum for communication among stakeholders whereby a plan can be developed that addresses their interests. The result of this planning is an implementation strategy for protection of biological diversity at an ecosystem scale, while allowing for compatible economic development.

All NCCP plans approved to date were designed for city and county government land use authority, but NCCP is also applicable to other situations and applicants. This report focuses on Southern California, and in particular San Diego County, to allow for lessons learned from one of the regions furthest along in application of the NCCP process to be applied proactively in any future context. In other areas of California, the NCCP approach is poorly understood and not many regions (with the exception of Placer County) are exploring how it is relevant to their community's vision of a balance between conservation and development. The Department believes that engaging the public in an open process that demonstrates the relevance of NCCP to their lives will help in expanding the application of NCCP to new areas throughout California.

An NCCP requires intensive communication between all stakeholders in order for planning to result in a mutually agreeable outcome. Initially the planning process involves the lead jurisdictions and the interest groups (including state and federal agencies) that have a stake in the outcome of regional planning. The first major effort to create NCCP plans has been in five Southern California counties. Outreach during the planning phase was a major component of the DFG strategy from the beginning (Ron Rempel, DFG Deputy Director, personal communication). Initially, outreach and education about the process involved communicating to the highest levels of local government why this collaborative, regional approach would lead to solutions for endangered species conflicts at the local level. In addition to personal contacts with core participants, the Department produced numerous newsletters, brochures, and

presentations. A web page was initiated on the California Resources Agency's CERES web site (www.dfg.ca.gov/nccp). All these activities and products helped DFG and its partners initiate subarea plans in most jurisdictions, and complete plans in Orange and San Diego counties by 1997. With six NCCP plans approved by 1999, the program broadened its focus to include implementation and habitat management, and the outreach and education component of the process became less of a priority than it was initially.

Understanding how a NCCP process evolves is critical to the formation of an effective outreach and education plan. DFG needs to understand why target audience priorities and goal priorities for NCCP outreach and education change over time and how best to manage the multiplicity of needs within this process. This research is designed to explore some of the perspectives of many in-depth participants in the NCCP process. The participants are from diverse interest groups (including local, state and federal government, business interests, and non-profit advocacy interests). The ideas captured herein from the respondents represent the diversity of the values and priorities that makes a collaborative regional preserve planning process, such as NCCP, a challenge to all involved.

Project Goal

The goal of this research project was to record the perspectives of core participants, and elicit ideas on how to improve outreach and education efforts for the NCCP program.

Methodology

The methods used to achieve the goal of this project involved conducting a survey and focused interviews.

The Survey

A survey entitled "An Exploratory Survey For Improving Natural Community Conservation Planning (NCCP) Public Outreach and Education" was first trial tested

within DFG's Habitat Conservation Planning Branch. After being refined, the survey was sent out to approximately eighty (80) stakeholders in the NCCP process (copies of the survey are available upon request). The selection of these specific stakeholders was non-random and was guided by consultations with the NCCP Program Manager. This non-random selection of in-depth participants was designed to explore the ideas of the many experts involved in NCCP work.

Fifty-three percent (53%) of people contacted (42 of 80) to fill out the survey responded. All participants were clustered into one of five stakeholder groups to allow comparison of responses across groups. The five groups and the number of participants that responded to the survey from each group were:

Federal and State Government (11)

Local Government (10)

Non-profit / Advocacy / Environmental Organization (13)

Business Organization (5)

Academically Affiliated (3)

The Interviews

Focus interviews were conducted with twelve (12) participants in the NCCP process, most of who are in-depth participants, to follow-up their responses on the survey and gather more in-depth feedback from them on improving outreach and education for NCCP. The breakdown of interviews for the five groups was:

Federal and State Government (1)

Local Government (3)

Non-profit / Advocacy / Environmental Organization (6)

Business Organization (1)

Academically Affiliated (1)

These one-on-one opportunities to openly discuss the audience and goal prioritization components of the survey proved to be invaluable to understanding important distinctions in people's concepts of outreach and education. These inquiries highlighted the importance of understanding the changing role of outreach in the NCCP

process from initiation through implementation and finally for management of the preserve systems. The interviews also provided the opportunity to clarify the respondent's vision, ideas, and the relationship between their organization's role and the Department's.

Results & Discussion

Survey Results¹ & Analysis¹

The Present Situation

As can be seen in Table 1, no group thinks that DFG's NCCP outreach and education program is coming "very close" to achieving their vision. Many of the respondents who are in-depth participants were unaware that the Department was involved in any NCCP outreach and education efforts (16 of 42). Together, these two observations characterize the present outreach and education efforts of DFG as falling short of achieving the desired outcome of increasing people's awareness of the NCCP effort and its relevance to their quality of life.

¹Only the most salient results from the survey are presented in this section to underscore the recommendations from the 42 responses received. The complete results of the survey are available at www.dfg.ca.gov/nccp.

Table 1: Achieving Respondents’ Visions for DFG Outreach and Education²

Question 7: To what extent have past efforts come close to achieving your vision of the goal of DFG’s NCCP education and outreach?

Cluster Group	Very Close	Somewhat close	Not very close
Federal / State	-	1	7
Local Government	-	2	5
Non-profit	-	2	9
Business	-	1	3
Academic	-	1	1
Total	0	7	25

Note: Ten respondents chose not to answer this question.

II. The Respondents’ Priorities

When looked at collectively, the results from the survey questions that addressed the respondents’ priorities for DFG audience targets, goals, and methods show the following.

- The general public is rated the least knowledgeable
- The general public is one of the highest priority audiences
- Getting the public to understand the need for NCCP is a highly rated goal
- The most effective methods for outreach are those that will most easily reach the general public (i.e. the media)

This information reveals a clear need to improve outreach and education targeted at the general public with a “campaign style” approach that involves the media (television and news releases). A detailed analysis of these survey results is available upon request or can be accessed on the internet at the following web site: www.dfg.ca.gov/nccp.

²This question replies upon the answer to question 4 in the survey. See Figure 3 in Appendix 3 for analysis of priority goal rankings for DFG outreach and education. The complete results of the survey are available at www.dfg.ca.gov/nccp

III. Specific Ideas for DFG

Respondents were asked for specific ideas on how DFG can improve NCCP outreach and education. The open-ended answers elicited from the respondents included many valuable ideas. Many respondents commented on how important outreach and education is to the success of the NCCP approach. Many also pointed out the need for a strategic outreach plan that involves partnerships throughout the diverse group of core participants and non-participants. Five (5) recommendations focused on the need for strategic planning for effective outreach and education. Some of the most frequently mentioned recommendations are summarized below.

Increased DFG Staffing and Funding

The most frequently mentioned idea (nine(9) times) for improving DFG outreach and education focused on increased staffing and funding to implement a strategic program. The role that DFG plays in the NCCP process as a bridge builder between the diverse groups of stakeholders was seen as invaluable to the success of the endeavor. Some of the specific ideas relating to increased DFG staffing and funding included:

- Create a position that will specifically look after education issues (and provide access to resources, staff, and money).
- Define the target audiences and recognize that the audiences are going to be different in the planning (stakeholders focus) versus implementation phases (general public focus for ballot votes).
- Convene a team to develop a strategy and seek professional outreach help and guidance so as to convey a simple and clear message to the general public.
- Send a team of two to three people to present talks on NCCP in selected forums such as civic organizations like the League of California Cities, Association of Environmental Planners, California County Supervisors Association, Building Industry Associations, and Statewide Land Trust meetings. Also focus presentations on key entities within local jurisdictions such as County Board of Supervisors, Planning Commissions, and City Councils.

Partnership Formation

Forming partnerships to improve outreach and education was also mentioned frequently (seven (7) recommendations). Some of the specific ideas included:

- Get involved and provide financial assistance to the locally initiated efforts (such as the MSCP Outreach Committee in San Diego County).
- Identify and partner with key stakeholders / potential participants / influential non-governmental organizations to increase the reach of DFG's own capabilities.
- Partner with educational organizations (San Diego State University, San Diego Natural History Museum, University of California schools, etc.) that can deliver the message to their constituencies.
- Seek media coverage of partnerships and achievements and bring this attention before the legislature to continue to receive support and money for NCCP.

Six (6) recommendations focused on increasing the number of press releases through communication with the media about NCCP preserve days, land acquisitions, and milestone achievements.

Other Important Media for Outreach and Education

The need to reach elected officials, students, children and their parents through a broad range of media (public meetings / workshops / pamphlets / television and videos / web site) was mentioned many times. Some of the specific ideas relating to this broad range of outreach and education media included:

- Hold workshops with potential stakeholders. Emphasize on-the-ground successes by starting events at NCCP preserves.
- Make individual or small group presentations to local agencies and large landowners and provide them with a pamphlet answering frequently asked questions (FAQs).
- Improve the DFG web site to provide more NCCP information that demonstrates the relevance of the program (maps of preserve system and biological data) and include HabiTrack (GIS program that tracks habitat protected versus habitat developed) so that the NCCP work relates to its successes.

Within DFG

The survey respondents focused attention on the DFG's role and opportunities that the Department has to improve its outreach and education:

- Improve internal communication within DFG about NCCP and its relevance to areas throughout the state.
- Incorporate outreach and education into everyone's workplan (lots of creative ideas out there) and report back on what they have done. Continue to perform needs assessments so that you can evaluate how the program is or is not working.
- Get DFG Director involved in promoting NCCP programs and interacting with local stakeholders more frequently.

IV. Specific Ideas for NCCP Participants

Respondents were asked for their specific ideas on how NCCP participants can improve outreach and education. Once again, strategic planning was a frequent recommendation with eight (8) occurrences. The need for DFG to act as a leader to focus the direction and funding to implement outreach was also mentioned by multiple respondents. Some of the most frequently recommended ideas for improving outreach and education on the part of NCCP participants were:

Partnerships

The most frequent recommendation was to form partnerships (ten (10) responses). The Department of Fish and Game and the San Diego Natural History Museum have recently developed a partnership to work on a mutual goal of improving people's understanding of the natural communities in which we live. Such partnerships were recommended for other organizations too, such as between the permit recipients and their local interest groups. Some of the proposed partnerships included:

- Sierra Club, The Nature Conservancy, National Wildlife Federation and the San Diego Zoological Society could be convinced to play more of a role in NCCP outreach and education.
- DFG and the San Diego State University Biological Field Stations could collaborate and use the powerful combination of the preserves and student interest to serve as a focus for public outreach and education.

Strategy

Multiple approaches to improving participant involvement were mentioned by respondents-many of which pointed out the distinction between planning and implementation phases of the NCCP process. Here are some of the recommendations:

- Use a two-pronged approach whereby 1) a “campaign-based” education process regarding the benefits of regional conservation planning is used to get popular support for money for bonds and long-term management of the preserve systems; and 2) strategic outreach efforts with current and potential stakeholders and supporters.
- The NCCP process is too long and diffuse for the general public to keep focused on. Make the process clear and present results / tracking so that it can be compared to alternatives. Publicize land purchases that provide conservation and public access that are the corner stones of the program.

V. Inventory of Present Activities

Respondents were asked to tell us about ongoing outreach and education efforts (See Table 2). The efforts involve many small projects and very little comprehensive strategy to address large regions (with the exception of the MSCP Outreach Committee in San Diego). In the process of conducting this research, The Naturelands Project, was discussed. This project, which tried to bring the many core interest groups together in one unified outreach and education effort in San Diego, has unfortunately not been implemented.

Table 2: Inventory of Ongoing or In-Process NCCP Outreach

Stakeholder, Group, or Individual	Activity or Product
California Department of Fish and Game	• Technical oversight of NCCP process • Responses to: media, public, graduate students, conference presentations, press releases, presentations to interest groups, reports to the legislature • Web site (http://ceres.ca.gov/CRA/NCCP) • “Outdoor California” magazine • A pamphlet entitled “A Partnership for Conservation NCCP 1991-1998”
San Diego County MSCP Outreach Committee (a sub-committee of the Habitat and Management Technical Committee)	• Two videos produced on San Diego’s MSCP (one runs on local cable network CTN) • MSCP Newsletter • News releases • Web sites with FAQs (http://www.co.san-diego.ca.us/cnty/cntydepts/landuse/parks/navbuttons/faq.html#MSCP_faq) • San Diego’s MSCP annual report is on line • Training materials (index card) for training staff • Booths (w/ display) for Earth Day • Two brochures--one for biodiversity and another for children (both are in production) • Developed a speakers bureau • Volunteer patrols • MSCP walks and talks • Flyers on habitat types • Stickers / pins for habitat types of San Diego • Pamphlet for all 85 species covered in the MSCP (in production)

SANDAG (elected officials from the 18 cities of San Diego County)	• Web site (http://www.sandag.cog.ca.us/projects/regional_planning/environment.html) • Video, slide show, and a pamphlet on NCCP • One large and one small display
City of San Diego	• Internal education program for project processing • Display for Earth Day
Permit Recipients (jurisdictions)	• Public meetings • Public service announcements (County of San Diego and Rancho Palos Verdes)
The Nature Conservancy	• The Naturelands Project (discontinued) • A pamphlet entitled “A Partnership for Conservation NCCP 1991-1998” • Magazine articles • Top-line poll information for San Diego
The Nature Reserve of Orange County (The Nature Conservancy on behalf of the Irvine Company)	• 37,000 acres of managed reserve lands with regulated access and visitor programs • 130 volunteers who convey information while working on the reserve • Pamphlet entitled “Living Close to Nature” • Pamphlet entitled “Orange County Wild” (in production) • Outdoor science program for seventh graders implemented jointly with Orange County Board of Education with the Irvine Unified School District and UCI)
Sempra Energy	• In house training booklet on species for their staff to be familiar with while maintaining their infrastructure
National Wildlife Federation	• A summary report “Public Participation in Habitat Conservation Planning” Copies Available for \$35 from: Dr. Steven Yaffee, School of Natural Resources and Environment, University of Michigan, Ann Arbor, MI, 48109-1115
San Diego Natural History Museum	• Partnership Agreement with DFG (in progress) • Hikes on NCCP preserve lands in San Diego County • Display for the museum that can travel
KPBS Radio	• Invites for NCCP discussions
San Diego Union Tribune and the San Diego Daily Transcript	• Reports when “milestones” have been achieved or when controversial events take place
Orange County Register	• Articles

Los Angeles Times	Articles
Local TV Stations	Invites for NCCP discussions
San Diego Zoological Society	- Previously engaged in TV shows relevant to NCCP (w/ TNC) - Membership mailing about San Diego's unique habitats and their role in conserving them
Sierra Club	Expressed interest in helping to publicize successes
Bureau of Land Management	PowerPoint presentations ranging from talks to the BIA to Earth Warrior
Riverside County	Smart growth from county to local jurisdictions" pamphlet-coordinated planning effort captured in a pamphlet about partnering from federal to state to regional level and with various interest groups to do coordinated regional planning
Conservation Groups	Meetings and e-mail lists

Conclusion

The results show that the present outreach and education efforts of DFG are falling short of achieving the desired outcome of increasing people's awareness of the NCCP effort. There is still a great need for improving outreach and education.

Respondents recognize that the stage of the NCCP process greatly influences the priority audiences and goals. For example, in the initiation and planning stages of NCCP, the lead jurisdiction and relevant interest groups are priority audiences for outreach and education about the process. These groups are the lead plan developers who must have intimate knowledge and understanding of the NCCP process in order to successfully negotiate and complete a plan. Outreach focused on the general public is clearly not as important at this stage. In fact, respondents believe improving the general public's participation in the planning phase (including providing access to NCCP-related materials such as maps, species information, scientific data, etc.) should not be a high priority goal for DFG. The general public is an important audience, but only to inform them of the benefits of NCCP and how this influences their quality of life (congestion, smart growth, open space, project streamlining, etc.).

Further on in the process, when the plan has been approved and must now be implemented, the need for the general public to understand the benefits of NCCP is much more important than in the initial stages of the process. The priority for outreach and education has shifted away from the core participants and onto the general public in areas where plans have reached the implementation stage. For example, in the Multiple Species Conservation Program (MSCP) in San Diego, public support is critical for a local funding source to be established (as required in the Implementation Agreement). The general public may be required to vote on a public funding initiative necessary to acquire, manage, and monitor land within the regional preserve system. In the MSCP, land acquisition for the preserve system and monitoring are in full swing, and publicly supported funding must be secured in order for the plans to be carried out effectively. Many of the respondents are familiar with the MSCP program now in the implementation phase and how it is still seeking a regional funding source. Thus, respondents indicated that educating the general public through news releases, web sites, and television (the media most effective in reaching the public) should be the highest priority goal. It is important to take into consideration the point in the NCCP process from which most of the respondents' priorities are coming from-not all regions might prioritize the general public and the use of media as their priority audience and medium through which to do outreach and education. For example, a region just beginning to explore the possibility of applying NCCP would most likely need to focus on key participants in order to begin the planning process with diverse, well informed stakeholders at the table.

The most frequently suggested idea for both DFG and other NCCP participants was to form partnerships for outreach and education. There are a few examples of DFG outreach partnerships. DFG and The Nature Conservancy collaborated on a NCCP brochure entitled "A Partnership for Conservation: NCCP 1991-1998". DFG is partnering with the San Diego Natural History Museum to work toward the common goal of improving people's understanding of the natural communities in which we live. However, there are many more opportunities for such partnerships as evidenced by the list of existing efforts by various interest groups. Greater partnering on these efforts would reach a wider audience with a more diverse message and allow for more effective use of limited outreach and education funds.

Recommendations

DFG and its partners need to embrace outreach and education as integral to the process of developing and implementing NCCP plans. Outreach and education should be considered necessary “infrastructure” for the process, just as roads, sewers, and utilities are infrastructure supporting our communities. Without a concerted commitment to integrate outreach and education into all phases of the process, DFG and its partners are destined to continually struggle with uninformed and misinformed constituents creating delays, barriers, and potentially “train wrecks” in the process.

In order to focus limited resources, a dual-pronged approach would be effective whereby outreach and education focuses on:

- the core stakeholders in the initiation and planning stages; and
- the general public throughout the process, but with emphasis in the implementation stage.

DFG should address the need to improve outreach and education for NCCP through the following main avenues of effort:

- “Branding” - To increase effectiveness, a “campaign” type of educational process regarding the benefits of regional conservation planning would be much better received. The title “Natural Community Conservation Planning” is lengthy and cumbersome, and the more easily used acronym, NCCP, is probably only recognized by core participants. A new, shorter name or catch phrase would be more likely to get people’s attention and garner popular support for conservation planning, open space protection, and funding for long-term management needs. Applying this approach might benefit from previous research and planning conducted for the Naturelands project.
- Partnering - DFG should use the San Diego Natural History Museum partnership model to work with many other organizations. DFG should encourage and facilitate other entities to form partnerships.
- Grant funding - Local jurisdictions and non-profit partners could be encouraged to submit grant proposals for outreach and education programs through DFG’s Local

Assistance Grants program. Federal and foundation financial support may also be available from a variety of sources. DFG could use available funding to contract for outreach and education from outside sources.

- Staffing - NCCP staffing could be supplemented with a position responsible for outreach and education. Unless an existing position is redirected, a Budget Change Proposal must be approved to add positions to DFG.
- Required component - Lastly, a contractual obligation for outreach and education should be included in all future Planning Agreements and Implementation Agreements. This will assure that education and outreach become integral “infrastructure” throughout the NCCP process, and the regional conservation planning message reaches stakeholders and the general public in all future endeavors.

Appendix 1
An Exploratory Survey
For Improving
Natural Community Conservation Planning (NCCP)
Public Outreach and Education
Return Deadline: July 21, 2000

My name is Chris Nyce and I am a graduate student at Yale University's School of Forestry and Environmental Studies. I am presently working on a graduate student fellowship at the California Department of Fish and Game (CDFG). The Department is interested in improving the Natural Community Conservation Planning project's public education and outreach efforts and we are requesting that you participate in this survey to help us achieve this goal.

A diverse group of stakeholders, or people actively expressing interest in the NCCP process, have been selected to participate in this survey. Please communicate your experiences, ideas, and insights about how to improve outreach and education from your perspective with as many specific details as possible. I will compile a report with an inventory of peoples' ideas and send this back to you for your own reference.

Please fill out this survey and return it to me either electronically (e-mail or fax) or by mail. My contact information can be found below. It should take approximately ½ hour of your time.

Contact Information:

Your responses will remain anonymous in the written report that will be distributed to you upon completion of this survey. However, for the purpose of follow-up questions and debriefing you on the results of this survey I would greatly appreciate your providing the following information so that I may stay in touch with you.

My Name / Address:

Chris Nyce
c/o California Department of Fish and Game
1416 Ninth Street, Room 1341
Sacramento, CA 95814

Your Name / Address:

My E-mail: cnyce@dfg.ca.gov

Phone: (916) 653-0835

Fax: (916) 653-2588

Your E-mail:

Phone:

Fax:

The Goal of this Survey is to Answer the Following Question:

How can outreach and education efforts for the Natural Community Conservation Planning (NCCP) program be improved?

Format of this Survey

This survey is organized into the following four sections:

- Section One: General Background
- Section Two: Improvements to California Department of Fish and Game NCCP Education and Outreach
- Section Three: Assessments of Education and Outreach of Other Stakeholders
- Section Four: Opportunities for Collaboration between the California Department of Fish and Game and Other Groups

Survey Questions

Section One: General Background

1.) Please check that box that fits your professional position the best:

- | | |
|---|---|
| ☐ Federal Government | ☐ Corporate Institution |
| ☐ State Government | ☐ Academic Institution |
| ☐ County Government | ☐ Biological Consultant |
| ☐ City Government | ☐ Development Consultant |
| ☐ Environmental Organization | ☐ Student |
| ☐ Building Industry | ☐ General Public |
| ☐ Conservation Education | ☐ Media |
| | ☐ Other: _____ |

2.) How would you describe your level of participation with the NCCP approach to wildlife habitat conservation?

(Please choose one)

- ☐ In-depth participant
- ☐ Frequent participant
- ☐ Intermittent participant
- ☐ Familiar, but not a participant
- ☐ Not familiar

3.) Do you think that the following audiences understand the NCCP approach **within the plan areas?**

(Please check the box that best fits that particular audiences level of understanding. If you do not feel comfortable estimating the level of a particular audience's understanding, then check no answer [N/A]).

	No Answer (N/A)	Knows a lot 1	2	←---→ 3	4	Knows a little 5
Audience						
Federal Government (other than USFWS)						
State Government (other than CDFG)						
County Government						
City Government						
Environmental Organizations						
Building Industry						
Conservation Educators						
Corporate Institutions						
Academic Institutions						
Biological Consultants						
Development Consultants						
Students						
General Public						
Media						
Other:						
Other:						

Section Two: Improvements to California Department of Fish and Game NCCP Education and Outreach

- 4.) Rank the following list of potential goals of the California Department of Fish and Game NCCP education and outreach program in order of priority:
(Please rank from highest to lowest priority with 1 being the highest)

_____ to improve understanding of the process for stakeholders (people actively expressing interest in the NCCP process)

_____ to improve participation in the process for stakeholders (people actively expressing interest in the NCCP process)

_____ to get stakeholders (people actively expressing interest in the NCCP process) to understand the need for NCCP

_____ to improve understanding of the process for the general public

_____ to improve participation in the process for the general public

_____ to get the general public to understand the need for NCCP

_____ to provide stakeholders (people actively expressing interest in the NCCP process) access to NCCP-related materials (maps, species information, scientific data, etc.)

_____ to provide the general public access to NCCP-related materials (maps, species information, scientific data, etc.)

_____ other: _____

_____ other: _____

Please explain why you chose the priority goals that you did:

5.) Who are the most important audiences for CDFG's NCCP outreach program to reach?

(Please rank top five [5] choices with 1 being most important and 5 being less important)

_____ Federal Government	_____ Corporate Institutions
_____ State Government	_____ Academic Institutions
_____ County Government	_____ Biological Consultants
_____ City Government	_____ Development Consultants
_____ Environmental Organizations	_____ Students
_____ Building Industry	_____ General Public
_____ Conservation Educators	_____ Media
	_____ Other: _____

6.) Of those education and outreach efforts that you are aware of that CDFG NCCP outreach program has used, how successful have they been?

(Please rank those efforts that you are aware of from most successful to least successful with 1 being the most successful)

_____ Pamphlets / Brochures	_____ Outdoor education
_____ News releases	_____ Volunteer opportunities
_____ Magazine articles	_____ Scientific publications
_____ Radio announcements	_____ Public meetings
_____ Web sites	_____ Individual presentations
_____ Exhibits	_____ Other: _____
_____ Television	_____ Other: _____

7.) To what extent have past efforts come close to achieving your vision of the goal of CDFG's NCCP education and outreach?

(Please choose one)

_____ very close _____ somewhat close _____ not very close

8.) What factors have negatively influenced the success of efforts / techniques at public outreach and education by CDFG?

9.) What lessons can be learned from these successes / failures that can be applied to improving communication between CDFG and other stakeholders?

10.) Which of the following outreach and education methods do you think would be or should be the most effective for CDFG to reach their target audiences?
(Please prioritize your top five [5] choices)

_____ Pamphlets / Brochures
_____ News releases
_____ Magazine articles
_____ Radio announcements
_____ Web sites
_____ Exhibits
_____ Television

_____ Outdoor education
_____ Volunteer opportunities
_____ Scientific publications
_____ Public meetings
_____ Individual presentations
_____ Other: _____
_____ Other: _____

11.) What specific ideas do you have that may help **CDFG** improve its outreach and education about the NCCP approach?
(Please recommend three [3] of your top priorities)

Section Four: Opportunities for Collaboration between the California Department of Fish and Game and Other Groups

- 15.) What specific ideas do you have or opportunities do you know of that may help **NCCP participants** improve their outreach and education?

Thank you very much for your time and ideas. Your interest in and support of the NCCP program is essential to its continuing success.

Appendix 2

Interviews

Focus Interview Guidelines

The brief version of the interview guidelines involved the following five components of inquiry:

1. Explain your priority audience preferences for CDFG's NCCP outreach and education.
2. Explain your priority goal preferences for CDFG's NCCP outreach and education.
3. What would your ideal vision of an outreach program for CDFG involve?
4. What role might your organization play in this vision?
5. Does your organization have any specific plans (immediate or long-term) for this idea?

Further questions that may have been asked were drawn from the following questions that correspond to the questions asked on the survey (See Appendix 1):

Interview Breakdown by Stakeholder Cluster

Stakeholder Cluster	Number of Respondents in this Cluster
Federal / State Government	1
Local Government: County / City	3
Non-profit / Advocacy / Environmental Organizations	6
Business	1
Academic Affiliation	1
TOTAL	12

Appendix 3

Comprehensive Survey Results Summary

Question 1: Survey Respondent Breakdown by Professional Position

Question: Please check that box that fits your professional position the best:

Professional Position	Number of Respondents in this Capacity
Federal Government	3
State Government	9
County Government	6
City Government	4
Environmental Organizations	11
Corporate Institution	1
Academic Institution	2
Development Consultant	2
Non-profit Public Policy Research Organization focusing on Environmental Consulting	2
Philanthropy	1
Energy Utilities	1
TOTAL	42

Survey Respondent Breakdown by Stakeholder Cluster

Stakeholder Cluster	Number of Respondents in this Cluster
Federal / State Government	11
Local Government: County / City	10
Non-profit / Advocacy / Environmental Organizations	13
Business	5
Academic Affiliation	3
TOTAL	42

Note: The respondents were clustered into five (5) groups to facilitate analysis across groups.

Question 2: Level of Participation

Question: How would you describe your level of participation with the NCCP approach to wildlife habitat conservation?
(Please choose one)

Level of Participation with NCCP approach	Federal / State Government	Local Government: County / City	Non-profit / Advocacy / Environmental Organizations	Business	Academic Affiliation	<i>TOTAL for each level of participation</i>
In-depth	5	10	9	4	1	29
Frequent	2	0	1	0	0	3
Intermittent	1	0	1	0	2	4
Familiar, but not a participant	2	0	0	1	0	3
Not Familiar	1	0	2	0	0	3
<i>TOTAL</i>	11	10	13	5	3	42

Cluster Group	In-depth	Frequent	Intermittent	Familiar, but not a participant	Not Familiar	<i>TOTAL</i>
Federal / State	5	2	1	2	1	11
Local Government	10	0	0	0	0	10
Non-profit	9	1	1	0	2	13
Business	4	0	0	1	0	5
Academic	1	0	2	0	0	3
<i>TOTAL for each level of participation</i>	29	3	4	3	3	42

Question 3: Perceived Audience Understanding of the NCCP Approach within the Plan Areas

Question: Do you think that the following audiences understand the NCCP approach **within the plan areas**?
(Please check the box that best fits that particular audiences level of understanding. If you do not feel comfortable estimating the level of a particular audience's understanding, then check no answer [N/A]).

Frequency of Respondents
Answers

Audience	Cluster Group's Perspective	No Answer	Knows a lot ←---→ Knows a little				
		(N/A)	1	2	3	4	5
Federal Government (other than USFWS)	Federal / State	2	2	1	0	5	1
	Local Government	0	0	0	5	3	2
	Non-profit	4	1	3	2	0	3
	Business	1	0	0	1	2	1
	Academic	1	1	0	0	1	0
	Total	8	4	4	8	11	7
State Government (other than CDFG)	Federal / State	2	1	1	3	4	0
	Local Government	0	1	1	4	4	0

	Non-profit	4	0	3	2	2	2
	Business	1	0	1	0	3	0
	Academic	1	0	1	0	1	0
	Total	8	2	7	9	14	2
County Government	Federal / State	3	2	3	3	0	0
	Local Government	0	3	1	5	1	0
	Non-profit	2	4	2	3	1	0
	Business	1	1	2	1	0	0
	Academic	1	1	1	0	0	0
	Total	7	11	9	12	2	0
City Government	Federal / State	3	1	3	2	2	0
	Local Government	0	2	3	2	3	0
	Non-profit	3	4	2	1	3	0
	Business	1	1	2	0	0	1
	Academic	1	0	2	0	0	0
	Total	8	8	12	5	8	1
Environmental Organizations	Federal / State	2	2	3	4	0	0
	Local Government	1	2	3	3	1	0
	Non-profit	3	7	1	1	1	0
	Business	1	1	0	2	0	1
	Academic	0	1	1	0	0	1
	Total	7	13	8	10	2	2
Building Industry	Federal / State	2	2	3	4	0	0
	Local Government	0	3	2	4	1	0
	Non-profit	2	4	3	3	1	0
	Business	1	2	1	1	0	0

	Academic	2	0	1	0	0	0
	Total	7	11	10	12	2	0
Conservation Educators	Federal / State	2	0	1	1	6	1
	Local Government	0	0	1	3	4	2
	Non-profit	4	0	2	3	2	2
	Business	2	0	1	1	1	0
	Academic	0	1	0	1	1	0
	Total	8	1	5	9	14	5
Corporate Institutions	Federal / State	2	0	0	0	6	3
	Local Government	1	0	0	0	1	8
	Non-profit	5	0	0	1	4	2
	Business	1	0	0	0	1	3
	Academic	1	0	0	0	1	1
	Total	10	0	0	1	13	17
Academic Institutions	Federal / State	2	0	0	2	5	2
	Local Government	0	0	1	1	5	3
	Non-profit	5	0	1	4	1	2
	Business	2	0	0	1	1	1
	Academic	0	0	1	0	2	0
	Total	9	0	3	8	14	8
Biological Consultants	Federal / State	2	0	5	3	1	0
	Local Government	0	3	6	1	0	0
	Non-profit	2	4	5	1	1	0
	Business	0	1	2	2	0	0

	Academic	0	2	0	0	1	0
	Total	4	10	18	7	3	0
Development Consultants	Federal / State	2	1	2	3	3	0
	Local Government	0	2	2	2	4	0
	Non-profit	4	3	2	4	0	0
	Business	0	1	1	3	0	0
	Academic	2	0	1	0	0	0
	Total	8	7	8	12	7	0
Students	Federal / State	2	0	0	0	2	7
	Local Government	0	0	0	0	1	9
	Non-profit	4	0	0	0	4	5
	Business	2	0	0	0	2	1
	Academic	0	0	0	1	1	1
	Total	8	0	0	1	10	23
General Public	Federal / State	2	0	0	0	2	7
	Local Government	0	0	0	0	5	5
	Non-profit	2	0	0	1	3	7
	Business	0	0	0	0	0	5
	Academic	0	0	0	0	1	2
	Total	4	0	0	1	11	26
Media	Federal / State	2	0	0	2	4	3
	Local Government	0	0	0	2	5	3
	Non-profit	2	0	3	2	4	2
	Business	0	0	0	1	3	1
	Academic	0	0	1	0	2	0

	Total	4	0	4	7	1 8	9
Other: Elected Officials	Federal / State Local Government Non-profit Business Academic Total					1 1	
Other: Legislators	Federal / State Local Government Non-profit Business Academic Total					1 1	1 1
Other: Affected Interests and Businesses / Local Community Groups / Neighbors	Federal / State Local Government Non-profit Business Academic Total						2 2
Other: Philanthropic Institutions	Federal / State Local Government Non-profit Business Academic Total					1 1	

Other: Legislators	Federal / State Local Government Non-profit Business Academic						
	Total						
Other: Property Owners	Federal / State Local Government Non-profit Business Academic						1
	Total						1

Cluster Group		Federal Government (other than USFWS)	State Government (other than CDFG)	County Government	City Government	Environmental Organizations	Building Industry	Conservation Educators	Corporate Institutions	Academic Institutions	Biological Consultants
Total (Irrespective of Cluster Group)											
No Answer (N/A)		8	8	7	8	7	7	8	10	9	4
Know a lot ↑ ↓ Knows a little	1	4	2	11	8	13	11	1	0	0	10
	2	4	7	9	12	8	10	5	0	3	18
	3	8	9	12	5	10	12	9	1	8	7
	4	11	14	2	8	2	2	14	13	14	3
	5	7	2	0	1	2	0	5	17	8	0
Federal / State											
No Answer (N/A)		2	2	3	3	2	2	2	2	2	2
Know a lot ↑ ↓ Knows a little	1	2	1	2	1	2	2	0	0	0	0
	2	1	1	3	3	3	3	1	0	0	5
	3	0	3	3	2	4	4	1	0	2	3
	4	5	4	0	2	0	0	6	6	5	1
	5	1	0	0	0	0	0	1	3	2	0
Local Government											
No Answer (N/A)		0	0	0	0	1	0	0	1	0	0

Know a lot ↑ ↓ Knows a little	1	0	1	3	2	2	3	0	0	0	3
	2	0	1	1	3	3	2	1	0	1	6
	3	5	4	5	2	3	4	3	0	1	1
	4	3	4	1	3	1	1	4	1	5	0
	5	2	0	0	0	0	0	2	8	3	0
Non-profit											
No Answer (N/A)		4	4	2	3	3	2	4	5	5	2
Know a lot ↑ ↓ Knows a little	1	1	0	4	4	7	4	0	0	0	4
	2	3	3	2	2	1	3	2	0	1	5
	3	2	2	3	1	1	3	3	1	4	1
	4	0	2	1	2	1	1	2	4	1	1
	5	3	2	0	0	0	0	2	2	2	0
Business											
No Answer (N/A)		1	1	1	1	1	1	2	1	2	0
Know a lot ↑ ↓ Knows a little	1	0	0	1	1	1	2	0	0	0	1
	2	0	1	2	2	0	1	1	0	0	2
	3	1	0	1	0	2	1	1	0	1	2
	4	2	3	0	0	0	0	1	1	1	0
	5	1	0	0	1	1	0	0	3	1	0
Academic											
No Answer (N/A)		1	1	1	1	0	2	0	1	0	0
Know a lot ↑ ↓ Knows a little	1	1	0	1	0	1	0	1	0	0	2
	2	0	1	1	2	1	1	0	0	1	0
	3	0	0	0	0	0	0	1	0	0	0
	4	1	1	0	0	0	0	1	1	2	1
	5	0	0	0	0	1	0	0	1	0	0

Cluster Group		Development Consultants	Students	General Public	Media	Other: Elected Officials	Other: Legislators	Other: Affected Interests and Business / Local Community Groups / Neighbors	Other: Philanthropic Institutions	Other: Property Owners
Total (Irrespective of Cluster Group)										
No Answer (N/A)		8	8	4	4					
Know a lot ↑ ↓ Knows a little	1	7	0	0	0					
	2	8	0	0	4					
	3	12	1	1	7					
	4	7	10	11	18	1	1		1	
	5	0	23	26	9		1	2		1
Federal / State										
No Answer (N/A)		2	2	2	2					
Know a lot ↑ ↓ Knows a little	1	1	0	0	0					
	2	2	0	0	0					
	3	3	0	0	2					
	4	3	2	2	4		1			
	5	0	7	7	3			2		1
Local Government										
No Answer (N/A)		0	0	0	0					
Know a	1	2	0	0	0					



lot	2	2	0	0	0					
	3	2	0	0	2					
	4	4	1	1	5	1				
	Knows a little	5	0	9	9	3				
Non-profit										
No Answer (N/A)		4	4	4	2					
Know a lot ↑ ↓	1	3	0	0	0					
	2	2	0	0	3					
	3	4	0	0	2					
	4	0	4	4	4					
	Knows a little	5	0	5	2					
Business										
No Answer (N/A)		0	2	2	0					
Know a lot ↑ ↓	1	1	0	0	0					
	2	1	0	0	0					
	3	3	0	0	1					
	4	0	2	2	3				1	
	Knows a little	5	0	1	1	1	1			
Academic										
No Answer (N/A)		2	0	0	0					
Know a lot ↑ ↓	1	0	0	0	0					
	2	1	0	0	1					
	3	0	1	1	0					
	4	0	1	1	2					
	Knows a little	5	0	1	0					

Question 4: Priority Goals for CDFG

Question: Rank the following list of potential goals of the California Department of Fish and Game NCCP education and outreach program in order of priority:

(Please rank from highest to lowest priority with 1 being the highest)

Federal / State Government	Local Governm ent: County / City	Non-profit / Advocacy / Environmental Organizations	Business	Academic Affiliation	Potential Goals of CDFG's NCCO Education and Outreach
333651562 2	6346544 5	221221512	4112	114	to improve understanding of the process for stakeholders (people actively expressing interest in the NCCP process)
432173264 5	7446563	34323414	21327	62	to improve participation in the process for stakeholders (people actively expressing interest in the NCCP process)
232131437	1184352 3	431464315	2135	55	to get stakeholders (people actively expressing interest in the NCCP process) to understand the need for NCCP
642367461 7	5621176 2	12752312613	5552	262	to improve understanding of the process for the general public
645788856 7	858324	6382775763	8567	37	to improve participation in the process for the general public
416171152	3721113 2	5316514156	33161	48	to get the general public to understand the need for NCCP

575642447 71	4727185	675471464	6274	31	to provide stakeholders (people actively expressing interest in the NCCP process) access to NCCP-related materials (maps, species information, scientific data, etc.)
883588858 51	2857368	798828388	5848	794	to provide the general public access to NCCP-related materials (maps, species information, scientific data, etc.)
		2		8	to improve understanding of and need for NCCP among the environmental community
					to improve the understanding of and need for NCCP by agency staff
		2			to improve understanding of NCCP within the USFWS
		3			to improve understanding of NCCP within the CDFG
1					to provide information to potential stakeholders who may not understand how NCCP can serve their needs
2					to provide information to CDFG so that we can better understand how and whether NCCP is a realistic approach for landowners and jurisdictions who have no history with NCCP
			3		to educate policy makers and legislators

Question 5: Target Audience Priorities for CDFG's NCCP Outreach Program as Prioritized by the Stakeholders

Question: Who are the most important audiences for CDFG's NCCP outreach program to reach?

(Please rank top five [5] choices with 1 being most important and 5 being less important)

Potential Target Audience	Cluster Group's Priorities	Priority Given to the Potential Target Audience by the Respective Cluster Group
Federal Government	Federal / State Local Government Non-profit Business Academic	4 4 5 - -
State Government	Federal / State Local Government Non-profit Business Academic	- 512 5 2 1
County Government	Federal / State Local Government Non-profit Business Academic	133115211 3523 13322314 351345 643
City Government	Federal / State Local Government Non-profit Business Academic	22453422 321 522241 44 73
Environmental Organizations	Federal / State Local Government Non-profit Business Academic	5355531 143 31145 2253 1
Building Industry	Federal / State Local Government Non-profit Business Academic	14323 254 44343 4213 42
Conservation Educators	Federal / State Local Government Non-profit Business Academic	45 42432 12 2 2
Corporate Institutions	Federal / State Local Government Non-profit Business Academic	432 35 34 2 -

Academic Institutions	Federal / State Local Government Non-profit Business Academic	32 3422 444 - 435
Biological Consultants	Federal / State Local Government Non-profit Business Academic	344 55 33 521 -
Development Consultants	Federal / State Local Government Non-profit Business Academic	422 44 5 2 -
Students	Federal / State Local Government Non-profit Business Academic	- 32 - - 4
General Public	Federal / State Local Government Non-profit Business Academic	41523 11111515 2111211 11 552
Media	Federal / State Local Government Non-profit Business Academic	51455 223 552532 - 3
Other: Implementing Agency Staffs	Non-profit	2
Other: Major Landowners	Federal / State	3
Other: Interest groups and professional organizations	Federal / State	1
Other: Neighbors	Academic	1

Question 6: Success of Existing CDFG NCCP Outreach Program

Question: Of those education and outreach efforts that you are aware of that CDFG NCCP outreach program has used, how successful have they been?

(Please rank those efforts that you are aware of from most successful to least successful with 1 being the most successful)

Cluster Group	Don't know of Any	Pamphlets / Brochures	News Releases	Magazine Articles	Radio Announcements	Web sites	Exhibits	Television
Federal / State	XXXX	243423	341	122	-	5354	3	241
Local Government	XXXX	323	13244	413	8	5451	459	12
Non-profit	XXXXXX	11132	121	32	-	6243	57	-
Business	XX	36	123	72	-	344	3	-
Academic	-	1	613	3	3	42	55	2

Cluster Group	Outdoor education	Volunteer opportunities	Scientific publications	Public meetings	Individual presentations	Education outreach	Other: Goals achieved	Other: Trade Publications	Other: Newsletter
Federal / State	-	-	-	1123	321542				
Local Government	11	10	27	56	61324				
Non-profit	2	-	-	514	4	3			
Business	5	-	2	38	422		1	2	
Academic	-	613	4	4	7				2

Question 7: Evaluation of Respondents' Visions of CDFG's NCCP Outreach and Education Goal Achievement

Question: To what extent have past efforts come close to achieving your vision of the goal of CDFG's NCCP education and outreach?

(Please choose one)

Cluster Group	Very Close	Somewhat close	Not very close
Federal / State	-	1	7
Local Government	-	2	5
Non-profit	-	2	9
Business	-	1	3
Academic	-	1	1

Note: Nine respondents chose not to answer this question.

Question 8: Negative Factors

Question: What factors have negatively influenced the success of efforts/techniques at public outreach and education by CDFG?

lack of funding	lack of staff	no strategy	no commitment	preaching converted
7	7	8	2	2

Summary of All Respondents Key Points

- No financial assistance from CDFG to MSCP Outreach Committee has been provided
- Lack of financial support from higher policy makers
- Agency commitment lacking
- Presentations only reach those attending/participating because they already have an interest in the topic
- Need dedicated staff for public outreach
- Lack of staff
- No Answer because don't know of any CDFG efforts
- Time / money plus no one entity that is focusing on outreach and education as sole focus
- Lack of commitment of resources
- Lack of staff to implement a strategy
- Lack of buy in at necessary levels of state government (RA, DFG. Etc.) for outreach and education
- Lack of comprehensive targeted strategy
- USFWS lack of contribution
- Negative responses of some environmentalists to NCCP has instilled a negative impression on NCCPs among people who want to support environmental efforts but

who do not have adequate / good background knowledge of issues involved

- NCCP too arcane ... need to get public recreation and limits to sprawl
- (NIMBYism) more connected in the public's eyes to NCCP (not just the ESA)
- Not enough local support from jurisdictions with approved NCCPs in promoting their successes
- Long title of NCCP
- Public apathy toward coastal sage scrub ... this ecosystem needs to be made more alluring through outreach and education
- NCCP concepts are confusing and hard to understand-needs to be simplified for stakeholders / general public buy-in
- Territorial feuds between different sub committee groups
- Perhaps a lack of professional input on how to present information simply, clearly and compellingly to the audience.
- CDFG name means "catching and killing"...need to get a slogan or tag line that will emphasize its conservation vs. regulatory functions
- CDFG has had no organized effort at outreach and education for NCCP
- Lack of consistent, easy to follow summary info.
- Not keeping the NCCP in sight of public and media regularly with an emphasis. on positives
- Lack of more visible, positive presence in the community on outreach and education; therefore, others define who and what CDFG is up to...
- Lack of regular DFG involvement (@ manager level) with the various
- stakeholders ... need to spread word at high levels in local government (managers and mayors, city councils, planning commissions)
- Perception that NCCP is a Southern Californian approach only ... perception that it only works where development pressures are high and where local jurisdictions are more affluent
- Lack of funding to address this important issue up front
- Absence of a focused effort and no clear strategy, poor staffing, no one really in

charge of the effort who is given time and resources to do the PR / education, poorly defined audience(s) ... which helps to design objectives and strategies

- No person at CDFG dedicated primarily to public outreach and education for NCCP ... efforts fall to biologist and planners to do rudimentary education... lack of official response to criticisms and misinformation about the NCCP program from CDFG
- Inconsistency in when appearing, tries to do too much, and doesn't focus on target audiences
- Lack of agreement on NCCP goals among stakeholders
- Poor funding and marketing ... this should be like selling a product, not some dreamy, hard-to-convey conservation story
- Restricted amounts of press and workshops and lack of direct contact with potential stakeholders outside of active NCCP areas
- Political backlash against the philosophy behind the process and probably a lack of adequate budget
- Previous lack of staff to participate at local level ... few staff have very high workloads

Question 9: Lessons Learned

Question: What lessons can be learned from these successes/failures that can be applied to improving communication between CDFG and the stakeholders?

partner	public meetings	simplify the message	more staff/money	press releases	strategy
6	5	1	4	2	2

9.) What lessons can be learned from these successes / failures that can be applied to improving communication between CDFG and other stakeholders?

- Not enough has been done to evaluate if there has been success or failure
- Must get CDFG to participate in outreach meetings (8/22 @ 8 am) call Marette Esperance for details
- Extend "reach" to larger public audience ... to those with little or no knowledge 4.)
No Answer because not aware of any CDFG efforts
- Need credible NGO (San Diego Zoological Society) to be the lead in NCCP outreach and education to promote and edify the value of regional conservation planning
- Understand the need for local jurisdictions to be actively involved and brought in to the effort
- Non-profit / Advocacy / Environmental Groups
- Institutional or programmatic obstacles that need overcoming before a good outreach and education can be done
- Interdependence recognition through consensus building at one table is good
- Wilderness management agencies must work more together to get the word out
- Improve education outreach to simplify message and give the background of what it is to the general public
- CDFG needs a bigger budget and more staff ... the present staff cannot possibly be expected to also "sell the concepts to the public"
- NCCP has so far been an insider's game, with the general public not engaged

- FWS and DFG need a well planned strategy from the beginning ... clear and concise as well as tireless
- Tell the story to everyone (counties, media, legislators) all the time ... statewide releases alerting outdoor writers to the accomplishments and such
- Need a more visible and personal presence and to talk to broader array of public interests
- Communicate early and often with everyone ... have a statewide roadshow so misperceptions are cleared-up ... highlight NCCP efforts in Northern California (Placer County)
- Should have people at CDFG dedicated to NCCP education; therefore, it shouldn't be piece-meal ... it helps public image of CDFG look good when criticism or misinformation is responded to in a timely manner
- "In progress" nature of effort... "we really believe in this idea and with your help we can make it work."
- Measures of success were not operationally defined for the program at the outset
- Need to follow through on science-based recommendations
- Staff consistency has been an important factor in achieving effective communication
- The best communication is a successful program ... great communication is irrelevant if goals are delayed by years or not achieved at all
- More money should be put into outreach and education than was done. Current mistrust and cynicism could have been eliminated if we had started early
- Direct contact and small venue workshops can be effective complement to broad publicity
- Need for increased staffing to increase presence of CDFG at local level
- Revisiting the newsletter as information transfer mechanism

Question 10: Which Outreach and Education Methods That Should be the Most Effective for the CDFG to Reach Their Target Audiences?

Question: Which of the following outreach and education methods do you think would be or should be the most effective for CDFG to reach their target audiences?

(Please prioritize your top five [5] choices)

Cluster Group	Pamphlets / Brochures	News Releases	Magazine Articles	Radio Announcements	Web sites	Exhibits	Television	Outdoor education	Volunteer opportunities	Scientific publications
Federal / State	44223443	413224	1435	5	41415243	3513	1215532	5	5	1
Local Government	32543	2131245	533335	2	4112	444523	141311	22	57	38
Non-profit	512	231315214	23314	35333	444434244	-	122112	4533	54	553
Business	21	421	-	3	4255	5	1	-	-	5
Academic	5	1	2	6	4	-	3	-	71	-

[illegible]

Question 11: Specific Ideas for CDFG

Question: What specific ideas do you have that may help CDFG improve its outreach and education about the NCCP approach?

money/ staff	strategy	press releases	partnerships	videos/speakers bureau/web site	TV	public meetings/workshops
9	5	6	7	4	2	7

11.) What specific ideas do you have that may help CDFG improve its outreach and education about the NCCP approach?
(Please recommend three (3) of your top priorities)

- Local Get involved and provide financial assistance. (SD County Parks--Webb)
- Identify stakeholders / spokespersons and then have one on one efforts with them by high level folks from CDFG would be the best to make people feel part of an important vision for the future. (SD County Parks-Esperance)
- More news releases and the "PR" campaign approach. (Carlsbad-Holzmilller)
- Reaching elected officials, students, children and parents. (Poway-Nessel)
- Fund local efforts. An outreach program statewide is too big. A successful outreach program will focus on local issues and show how it fits into a state strategy. (Fairbanks)
- Use NGOs so the public sees this as something other than the government telling them what's good for them. Relate NCCP benefits to ancillary benefits on traffic congestion and smart growth. Just do it... (Story)
- Prepare videos, start a speakers bureau, prepare handouts and other written materials and make them available to all participating agencies. (Asher).
- Stakeholder communication-bring in and include the environmental community. Use the Habitat Tracking Model (habitat protected vs. habitat developed) to show results so that our work relates to our successes. (O'Connell)
- Motivating news stories about NCCPs would help people to become more involved in preserving the environment. (Sierra Club--Janet Anderson)

- Work with other public agencies to increase communication, awareness, and outreach ... public outreach will never end ... it needs to be continuous. (TNC-- Debra Clarke)
- Specific publications / news releases on NCCP success stories. Positive public relations on NCCP, before, during, and after plans are completed. Engaging in partnerships with local jurisdictions and supportive conservation groups. (TNC- Trish Smith)
- Better statistics regarding benefits and costs of NCCP versus alternative approaches to mitigation and regulation. What is the projected acreage, configuration / viability of preserves, costs to developers / county / cities of alternatives to NCCP? (CNLM-- Cam Barrows)
- Education Outreach Committee should be formed to answer these three questions: 1. What is the NCCP program? 2. Why do we need the NCCP program? 3. How can we (stakeholders, public, and volunteers) add to the success of the program? (Huffman)
- More money and staff. Professional communicators who are compelling without losing the central message. Develop a relationship with the news media, especially TV, to report success stories. (CBI-Wayne Spencer)
- Look for educational partners who can deliver your message to their constituencies (environmental organizations, conservation educators), then get the media to cover those efforts and then bring that media coverage to the governments attention to ensure continued support and money. (San Diego Natural History Museum--Ruth Shelly)
- Convene a team to develop a strategy. Seek professional outreach help and guidance and be clear and simple. (Stine)
- A team of 2-3 people to make roadshow presentations in selected forums such as civic organizations, schools, and city councils. (Raysbrook)
- To reach the public get intensive meetings / public forums with great deal of question and answers. Convince officials and legislators of NCCP value by meeting with the Board of Supervisors and Planning Commissions as well as having regular meetings with developers too. Get NCCP written about in Outdoor California (12, 500 subscribers). Get a polished presentation together for California County Supervisors Association ... associations for builders and get on their agendas. (CDFG's Con. Ed.- Retallback)
- Increase public presentations to locally based groups and forums using a 10-15 minute format with powerpoint / speech. Seek participation in community panels and attend more community functions or interest group meetings. (Kenna)
- Make individual or small group presentations to local agencies and large landowners.

Provide FAQs materials to local agencies and large landowners. Improve internal communication within CDFG about NCCP. (Stopher)

- High level CDFG folks need to work with managers and mayors, city councils, planning commissions more so that local jurisdictions are prevented from putting their own spin on the NCCP process. (Black)
- Create an exhibit and present at major conferences (League of California Cities, Association of Environmental Planners, CSAC Annual meetings, statewide landtrust meetings). Improve the web site to provide more NCCP information (maps of preserves and biological data). Develop an education program for public TV on NCCP and protection has done for large landscapes. (Stenback)
- Advance public presentations (Board of Supervisors meetings) with long-term view. Use simpler terms when explaining the process and the goals of the program. Be honest. (Sarro)
- Create a position that will specifically took after PR / education issues (and provide access to resources staff and \$). Define the target audiences ... recognize that the audiences are probably going to be very different in the planning (stakeholders focused on) vs. implementation phases (general public focus for ballot votes). (Tippets)
- Have a dedicated local CDFG position for public relations, outreach, and education. Enhance CDFG web site on NCCP and keep updated. Get CDFG director involved in promoting NCCP programs and interacting with local stakeholders on occasion. (Lawhead)
- DFG should work to ensure that individuals who represent the public interest and who can contribute scientific expertise are included. (Kealey's Office-Barclay)
- Follow "Core Group Report" recommendation for a coordinator position to share info. / make materials centrally and systematically available. The "NCCP Technologies Assessment Program Needs Assessment Report" also made the same recommendation. (Almanza)
- Distribute the NCCP guidelines broadly. Promote success of Southern California efforts at bringing stakeholders together. NCCP vs. HCP comparison supporting NCCP landscape level vs. project specific level of regulatory implementation. (Placer County-Clark)
- Sufficient staff to work with the stakeholders in a timely manner. Public / private sector alliances that agree on NCCP goals and communicate cooperative efforts. Maximize state involvement and minimize federal involvement (via delegation) to have one agency as the point of contact. CDFG should, be the coordinating agency that everyone can turn to for information. (McCollum)

- Cajole some well-connected advertising firm with sympathetic leanings into joint venturing in a TV campaign connected with telling voters what's happening with Prop. 12 and 13 money. Have it go for two years. News releases for significant land purchases / deals which can be televised (Daley Ranch example). Small- scale consistent and continuous campaign on the radio using a very short "ad copy". (Whalen)
- Hold workshops with potential stakeholders. Emphasize on-the-ground successes by starting events at NCCP preserves. Use direct contact methods with potential stakeholders and key community members. (Wildlands Inc.-DeYoung)
- Natural Resource Conservation is the best approach. Defacto urban limits are established. Requires an inventory of biological resources that should be done statewide. (Rose)
- Hire a development officer from the private sector with past experience in fund raising for environmental concerns. Clarify details of how monitoring and management of NCCP reserves will be funded and how this: information will effect the permit retention process. (Case)
- Develop volunteer programs that take advantage of local and regional groups wanting to participate in monitoring, restoration, and management. These groups can provide the nucleus of public relations and political support for sustaining the NCCP concept. (SDSU--Reynolds)
- CDFG funds an internship program ... a sustained outreach program funded by CDFG for students to do research (surveys of neighbors near preserve lands, interpretive material production, biological research, etc.) and tap into the diverse programs of the many departments and developing skill sets of some of the 40,000 + students at SDSU. (SDSU-Shapiro)
- Increased staffing at local levels and increased brochures / newsletters as well increased web site visibility. (Fisher)

Questions 12 & 13: Inventory of Ongoing NCCP Outreach and Education

Question: What other stakeholders, groups, or individuals are involved in NCCP-related education and outreach?

Question: What efforts and products do these groups use to do their NCCP-related education and outreach? Please be as specific as possible by providing examples when you can (e.g. League of Cities is producing a pamphlet for informing city planners about NCCP).

Inventory of Ongoing or in Process NCCP Outreach

Stakeholder, Group, or Individual	Activity or Product
California Department of Fish and Game	• Web site (http://ceres.ca.gov/CRA/NCCP/index.html) • “Outdoor California” • Technical oversight of NCCP process • ????
San Diego County MSCP Outreach Committee (a sub-committee of the Habitat and Mangement Technical Committee)	• Two videos produced on San Diego’s MSCP (one runs on local cable network CTN) • MSCP Newsletter • News releases • Web sites with FAQs (http://www.co.san-diego.ca.us/cnty/cntydepts/landuse/parks/navbuttons/faq.html#MSCPfaq) • San Diego’s MSCP annual report is on line • Training materials (index card) for training staff • Booths (w/ display) for Earth Day • Two brochures--one for biodiversity and another for children (both are in production) • Developed a speakers bureau • Volunteer patrols • MSCP walks and talks • Flyers on habitat types • Stickers / pins for habitat types of San Diego • Pamphlet for all 85 species covered in the MSCP (in production)
SANDAG (elected officials from the 18 cities of San Diego County)	• Web site (http://www.sandag.cog.ca.us/projects/regional_planning/environement.html) • Video, slide show, and a pamphlet on NCCP • One large and one small display

City of San Diego	• Internal education program for project processing • Display for Earth Day
Permit Recipients (jurisdictions)	• Public meetings • Public service announcements (County of San Diego and Rancho Palos Verdes)
The Nature Conservancy	• The Naturelands Project??? • A pamphlet entitled “A Partnership for Conservation NCCP 1991-1998” • Magazine articles • Top-line poll information for San Diego
The Nature Reserve of Orange County (The Nature Conservancy on behalf of the Irvine Company)	• 37,000 acres of managed reserve lands with regulated access and visitor programs • 130 volunteers who convey information while working on the reserve • Pamphlet entitled “Living Close to Nature” • Pamphlet entitled “Orange County Wild” (in production) • Outdoor science program for seventh graders implemented jointly with Orange County Board of Education with the Irvine Unified School District and UCI)
Sempra Energy	• In house training booklet on species for their staff to be familiar with while maintaining their infrastructure
National Wildlife Federation	• A summary report “Public Participation in Habitat Conservation Planning” Copies Available for \$35 from: Dr. Steven Yaffee School of Natural Resources and Environment University of Michigan Ann Arbor, MI 48109-1115
San Diego Natural History Museum	• Partnership Agreement with CDFG (in progress) • Hikes on NCCP preserve lands in San Diego County • Display for the museum that can travel
KPBS Radio	• Invites for NCCP discussions
San Diego Union Tribune and the San Diego Daily Transcript	• Report when “milestones” have been achieved or when controversial events take place
Orange County Register	• Articles (contact: Pat Brennan)
Los Angeles Times	• Articles
Local TV Stations	• Invites for NCCP discussions
San Diego Zoological Society	• Previously engaged in TV shows relevant to NCCP (w/ TNC) • Membership mailing about San Diego’s unique habitats and their role in conserving them
Sierra Club	• Expressed interest in helping to publicize successes

Kenna	• Powerpoint presentations ranging from talks to the BIA to Earth Warrior
Riverside County	• Smart growth from county to local jurisdictions—coordinated planning effort captured in a pamphlet about partnering from federal to state to regional level and with various interest groups to do coordinated regional planning
Conservation Groups	• Meetings and e-mail lists
Environmental Groups	• Workshops
Business Groups	• Lunch meetings
Consultants	• Promote NCCP

Questions 14: Successful Outreach and Education Efforts

Question: Which of the aforementioned efforts or products have been the most successful and why?

Too few responses to this...

Questions 15: Ideas for NCCP Participants to Improve NCCP Outreach and Education

Question: What specific ideas do you have or opportunities do you know of that may help **NCCP participants** improve thier outreach and education?

money/staff	strategy	partnerships	public meetings/workshops	media
4	4	7	2	4

Section Four: Opportunities for Collaboration between the California Department of Fish and Game and Other Groups

15.) What specific ideas do you have or opportunities do you know of that may help NCCP participants improve their outreach and education?

- Policy makers should be more involved and provide financial assistance. May need to hire a consultant. (SD County Parks and Recreation--Webb) .
- Be partners with the local government implementers and support through staff participation and funding. (SD County Parks and Recreation--Esperance)
- A proactive "PR" campaign so that more people hear about the program and its benefits. (Carlsbad-Holzmilller)

- Town hall meetings, newspapers, and organized field trips for students of all ages (Poway-Nessel)
- Specific funding source (O'Harra)
- No organized outreach and education effort because there is no budget or funding. All money to date has been spent on planning and now the priority for expenditure is for implementation for acquisition, management, restoration and monitoring. A successful outreach and education program needs the focus of a lead agency and funding. (Fairbanks)
- Two pronged approach: 1.) A campaign-based educational process regarding the benefits of regional conservation planning (not using the lengthy term "NCCP" but another new term) to get popular support for money for bonds and long-term management. 2.) Strategic outreach effort with current and potential stakeholders and supporters. (O'Connell)
- Collaborate with outreach representatives from many groups to improve dissemination of information. (TNC-Clarke)
- Outreach at community level during and following plan completion. Engage local universities in long-term monitoring as well as local schools in outreach programs and activities. Get the local media involved and encourage partnerships between jurisdictions to learn from positives and negatives. (TNC-Trish Smith)
- Better dissemination of data (maps). (CNLM-Carmeron Barrows)
- Improve collaboration with non-profit planning and research organizations with an educational outreach mandate and an insider's view of the process. (Wayne Spencer)
- Local government partners should be doing a lot of the outreach needed. (Dan Silver)
- Form participant steering committees. (League of California Cities-Charles Summerell)
- Non-partisan organization should host information workshops to disarm generally skeptical nature of participants. Get the big guns involved (San Diego Zoological Society, SDNHNI) and seek professionals in public information. (Stine)
- Try to get more support from other federal agencies in some of their regional planning efforts. Show them the value of locally lead initiatives (other than the BLM- they don't seem to get this one). Incorporate outreach and education into everyone's workplan (lots of creative ideas are out there) and report back on what they have done. Continue to perform needs assessments so that you can evaluate how the program is or is not working. (Stenback)

- Make NCCP process clear and present results/ tracking so that it can be compared to alternatives. Publicize land purchases that provide conservation and public access that are the corner stones of the program.
- Get a local TV show to include an aspect of NCCP: planning / decision making, new acquisitions, research, and results of monitoring. This is on going during implementation and helps to build public support. The stakeholders should have an outreach committee too. (Lawhead)
- Participants reach public at the local level through: docent programs and volunteer activities to assist in preserve management. Local jurisdictions might also be able to encourage site visits by school groups for educational purposes. (Almanza)
- Need better information-describing benefits of NCCP. Most informed parties know something about HCP but not NCCP. (Placer County-Clark)
- Outreach to California Legislature is imperative so that misinformation from constituencies beaten up by the Federal Government (USFWS) can be corrected and funding from the State government can be approved. (McCollum)
- CDFG should continue to play the bridge-building role and to try to get the USFWS field office level to be brought on-board with CDFG. (Whalen)
- Integration of NCCP efforts and vision with those of other open space protection movements (e.g. recreation, agriculture, etc.). Have some community volunteer days on NCCP preserves. Outreach and coordination with mitigation and conservation bankers as to how they can participate in or coordinate with NCCP. (Wildlands Inc.-De Young)
- USFWS are "over zealous advocates instead of scholars" and their staff (other than managers) does not favor NCCP; thus, they are detractors of implementing the program. (Rose)
- Make a "Guide to the NCCP Process" for potential participants. UC schools and the Governor need to work on producing well-trained outdoor naturalists. (Case)
- SDSU BFS can serve as foci for public outreach and education. Develop neighbor relations through GIS identifying ownership patterns of neighboring properties. (Reynolds)
- Increased level of information on ongoing planning and research efforts. Use web sites and newsletter series as well as develop other materials to disseminate this information. (Fisher)

