

Wave 1 – Develop a Demonstrated Model

Goal: Describe a scalable project-oriented model that demonstrates the benefit of an integrated coastal and ocean mapping program.

Objective: Implement successful projects. Use specific projects to inform the generic model.

Stages and Tasks (priority order):

1. Identify the users and needs/problem
2. Identify products that will improve decision-making
3. Identify partners with assets that can contribute to the ultimate outcome
4. Determine what data is available and what is needed (gap analysis)
5. Identify available assets
6. Develop sustained partnerships and promote opportunities
7. Engage users in developing 2-way communication
8. Identify data standards
9. Establish data management approach
10. Plan for and collect needed data
11. Process and integrate new and old data
12. Develop products
13. Educate users and public

Assumptions:

- Partner buy-in and commitment
- Partner flexibility (especially in no funding environment)
- More and better data will improve decision-making
- Project will never be “complete” and success can be viewed as demonstrable progress

Team and Resources:

- Federal, state and local agencies
- NGOs
- Industry
- Academia

Challenges:

- Mission creep that dilutes outcomes
- Can't easily fill data gaps
- Data management
- Timeliness (w/multiple partners, working from different platforms, weather)
- Continual partner communication
- Ability to be efficient with data acquisition
- Partners meeting their mandates while achieving collective goals
- Creating formal agreements
- Link to with other goals of the Ocean Action Plan (e.g. IOOS)

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- Classified data sources
- Be careful using CA as the first example as it may intimidate smaller states to undertake this type of project (what about 0 budget states...will the model apply?)

Success Factors:

- Establish ongoing 2-way communication with user
- Leveraged assets
- Flexibility
- State and federal leadership/champions
- Timely access to the data
- Establish achievable metrics

Interdependencies:

- Project visibility (politically and public)

Next Steps/Priorities: Two steps are implemented simultaneously.

1. Establish a working group to design/refine the model (consider of various political climates operating in coastal states). Move working model theory from generic to more specific. Define roles and responsibilities.

- Send model out for review to a larger group
- Select a project or projects that can test the model
- Determine effective outreach techniques to other agencies
- Produce guidelines to establish cost estimates
- Find resources; identify matching funds potential
- Define metrics
- Create one-pager that describes process to inform other potential projects

Possibilities: Create business model? Serve as a type of national consultant group?

2. Create a “proof of concept” working group (California)

- Recruit partners/promote participation from agencies
- Create a project fact sheet
- Develop ways of leverage resources (funds, personnel, programs)
- Determine costs and metrics (critical) for project
- Populate registry, inventories
- Identify existing tools that could be applied/developed to/for project
- Perform beltway or regional advocacy

Model formation working group participants: Roger Parsons (NOAA) John McDonough (NOAA)	California working group participants: Sam Johnson (USGS) Roger Parsons (NOAA) Sheila Semans (CA State Coastal)
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