

Integrated Ocean Observing System – IOOS

Regional Association Needs Assessment

October 30, 2006

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Assessment Complete

Interviews Completed on May 30, 2006

- Conducted telephone interviews with all 11 Regional Associations
- Geno Olmi and Chris Ellis from the National Oceanic and Atmospheric Administration (NOAA) Coastal Services Center
- Josie Quintrell from the National Federation of Regional Associations (NFRA)
- Regional Coastal Services Center staff invited to sit in on calls
- The following slides identify current thematic areas of interest to the Regional Associations

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General Themes

- Stakeholder Engagement
- National Backbone
- Public Health
- Credibility and Expectations
- Technical and Data Issues
- Training
- Branding
- Inundation
- Communication Enhancement
- Product Interest and Limitations

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Stakeholder Engagement

- Coast Guard
- Naval Research Laboratory
- Fisheries
- Coastal Zone Management Community
- State Environmental Agencies
- Neighboring Regional Associations
- Sanctuaries
- Coral Reef Community
- Homeland Security Contractors
- Academic Institutions
- Water Resources
- Oil & Gas
- Tribal Governments
- Marine Transport/Maritime
- Aquaculture
- Recreational Boaters

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National Backbone

- Confusion and frustration
- Need a clear understanding of the national backbone agencies' responsibilities

Selected statements from interview notes:

- Who's doing what, and what do we do?
- Need to know federal responsibilities . . . need to be unified, coordinated, and consistent.
- There's very sparse national backbone representation in our area.

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Public Health

- Inconsistent monitoring in several regions
- Monitoring tools are very well received
- Interested in new technologies

Selected statements:

- Swimming is a concern, less than 50 percent of our beaches are monitored.
- Interested in technologies to detect domoic acid and paralytic shellfish poisoning (PSP).
- We would love for the Coastal Services Center to help us in developing a red tide predictive tool.

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Credibility and Expectations

- *What gives a Regional Association credibility?*
- Federal representation and advocacy
- Want opportunity to showcase abilities
- Manage current and future public expectations
- Lots of talk concerning pilot projects

Selected statements:

- Federal praise and recognition leads to greater support and legitimacy at the local and regional level.
- The challenge is to maintain commitment and enthusiasm with a lack of a clear IOOS future.
- We need to explain the role and future to stakeholders . . . and this needs to be a consistent and common message across Regional Associations.
- We display legitimacy by meeting user needs . . . we show we can meet such needs through pilot projects . . . unfortunately, there's little opportunity for funding of such projects.

Technical Data and Issues

- Regional Associations are eager for Data Management and Communications (DMAC) guidance
- Need greater synthesis and integration of data
- Desire for increased use of biological data sets

Selected statements:

- We need a data S.W.A.T. team to help Regional Associations achieve data interoperability.
- At present there is no regionwide community effort to share data in an interoperable fashion.
- A challenge is meeting the needs of discrete user groups. Each group wants information tweaked slightly to meet their specific needs. How do you make products useful to everyone?
- We should be linking data instead of getting more data.
- We need to connect the Ocean Biogeographic Information System (OBIS) to IOOS . . . brings in the biological side of things.

Training

- Center training opportunities very well-received
- Primary interest in geospatial and metadata training, with possible specialization
- Also an interest in needs assessment support

Selected statements:

- We would love to have a list of trainings to use in building partnerships among the Regional Associations, users, providers, and NOAA Coastal Services Center.
- We'd be interested in geographic information system (GIS) and metadata training . . . perhaps provide guidance on best practices for metadata.
- We'd be interested to gain an understanding of the Coastal Services Center's needs assessment process.

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IOOS Branding

- 10 of 11 Regional Associations are interested in some level of branding or unification of IOOS
- Some interested in logo only
- Some interested in extensive branding materials

Selected statements:

- We ought to brand IOOS with logos, letterhead, templates, and other materials.
- We need a unifying IOOS logo in addition to our unique logos, as well as Web templates.
- A logo is fine, but there's no need for a common look. DMAC interface may need some standardization of data access portals.
- I feel our time is better spent elsewhere. We're not interested.

Inundation

- Inundation information and products are a priority for many Regional Associations
- Some Regional Associations seeking regional coordination with this issue
- Many specific requests related to inundation

Selected Statements:

- We need assistance in improving our capabilities associated with inundation and vulnerability assessment.
- Could inundation be tied to homeland security? JFK is only a few feet above sea level and Manhattan tunnels have entrances only eight feet above.
- We have huge inundation issues . . . threatening communities . . . need a warning system for storm surge.

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Communication Enhancement

- Hosting and facilitation of workshops
- Compilation and dissemination of information
- Help clarify roles within the IOOS community

Selected Statements:

- Provide logistical help and best contacts for on-site emergency managers and ecological managers from state government, because this is your area of expertise.
- Coastal Services Center could help by holding stakeholder engagement workshops, engage users, help define roles within the IOOS community, and create an organizational chart showing how all stakeholders interact.
- You could compile lessons learned, collaborate with workshops, and possibly even provide an outlet for teleconference and Web conferencing.

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Product Interest and Limitations

- Nearly all Regional Associations mentioned specific products they would like to possess
- Interested in other Regional Association efforts
- Lots of talk concerning money

Selected Statements:

- We would like to see some sort of inventory catalog of existing products of each region . . . hardware and modeling.
- Our number one priority is a wave/water level and coastal inundation product line.
- Money is the only true problem relating to products . . . relates to motivation. We have increasing work demands and no man hours to devote to the tasks.

Suggested Center Emphasis

Engage in Regional Association communications

(help minimize confusion)
inventory, catalog, host specialized workshops

Branding

specific project that engages all Regional Associations

Help build legitimacy

facilitation, physical presence at regional meetings, pilot project opportunities?

Training

could serve as a tool to build partnerships

Provide DMAC support

best practices, help Regional Associations become interoperable