

## 2013-2014 Questionnaire

### **E15 - Audubon Society of St. Johns County**

<b>Person Reporting:</b>	<b>Stefanie Nagid</b>
<b>Email:</b>	<b>snagid@audubon.org</b>
<b>Phone:</b>	
<b>Report Status:</b>	<b>Submitted</b>
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#### **Basic Info**

Each Chapter is required to submit an Annual Report to retain its certification status, as described in the Audubon Chapter Policy (<http://bit.ly/1I72jNr>). Annual reports celebrate the Chapters' accomplishments and goals, reveal opportunities for collaboration and support, and provide information of use to the entire Audubon network. Please complete this questionnaire and submit it—along with the financial report—by November 30, 2014. If needed, you may request an extension to the deadline by contacting Chapter Services at 800-542-2748 or [chapter\\_services@audubon.org](mailto:chapter_services@audubon.org). Baseline Funding will be directly deposited to your Chapter's checking account in the month following submission of both the questionnaire and financial report (beginning in September 2014). Please see <http://bit.ly/1nRoZRN> for more detailed information and instructions and contact Chapter Services with any questions.

Mouse over any symbols with an "i" in a blue circle to view a helpful tip.

Name of person reporting:	Stefanie Nagid
Email of person reporting:	snagid@audubon.org
1. This report covers a 12 month fiscal year:	
• July 1, 2013 - June 30, 2014	
• January 1, 2013 - December 31, 2013	
• Other (please indicate below)	X
If "Other" fiscal year selected above, please indicate the beginning and end date in MM/DD/YYYY format:	09/01/2013 - 08/31/2014
2. Mark only if your Chapter's federal tax-exempt status was acquired or revoked in the last year:	
• Acquired	
• Revoked	
3. Did your Chapter receive, purchase, or begin leasing or managing land in the past year?	No
4. Does the Chapter offer a Chapter membership separate from NAS membership?	No
5. If "yes" to question #4, please estimate the CURRENT number of separate (Chapter-only) members:	
6. If the Chapter has one or more paid staff, please indicate how many:	
# Full Time	
# Part Time	
# Consultants	

7. How many volunteers helped with at least one Chapter activity over the year (including the board)?	20
8. In total, how many hours did Chapter volunteers provide for all activities (# hours x # volunteers)?	400
Do not click the "submit form" button below until all sections of the questionnaire are complete, as it will lock the form for further editing. Click either of the "save" buttons below to continue or to save your work for editing later.	
<b>Creating BFCs</b>	
CREATING BIRD-FRIENDLY COMMUNITIES	
Did the Chapter offer any of the following activities or projects to help improve habitat for birds and wildlife, and to engage members and the public?	
9. Personal Conservation Action	
• Workshops or presentations about bird-friendly habitat for homeowners or renters, landscapers, educators or others	X
• Educational materials about how to help conserve birds and wildlife at home and/or in your community	
• Backyard habitat certification program	
• "Bird-Friendly Building Design" program, publication or workshop for homeowners	
• Energy conservation programs for individuals	
• Water conservation programs for individuals	
Other:	Collaborated with the Florida Fish and Wildlife Conservation Commission to provide bird stewards throughout the shorebird nesting season.
10. Collaborative Community Projects #1 : Demonstration sites/Bird-Friendly Buildings	
• Small-scale demonstration site (individual rain garden, landscaping with native plants, butterfly garden, schoolyard garden, etc.)	
• Large-scale public habitat restoration project (such as habitat restoration on a public park/open space, which may also incorporate landscaping demonstration gardens and educational trail development)	
• Built or maintained nest box trail(s)	
• Built or maintained swift tower(s)	
• "Bird-Friendly Building Design" program, publication or workshop for architects or developers	
• "Lights Out" program for high-rise buildings	
Other:	
11. Collaborative Community Projects #2: Citizen Science Programs	
• Christmas Bird Count	X
• Great Backyard Bird Count	X
• Hummingbirds at Home	
• Bioblitz or biodiversity inventory	
Ongoing monitoring of particular species; name species:	Least Terns, Black Skimmers, Piping Plovers, Red Knots, American Oystercatchers
Ongoing monitoring of a particular location(s); name location(s):	St. Johns County coastline, Guana Tolomato Matanzas National Estuarine Research Reserve, Julia's Island, Porpoise Point, Anastasia State Park, Fort Matanzas National Monumnet, Summerhaven Inlet, Rooftops

Other citizen science activity:	Winter Shorebird Survey
Approximately how many people participated in these citizen science-related activities?	30
12. Community Conservation Initiatives	
• Engaged municipalities in community-wide conservation efforts (e.g. Bird City Wisconsin, Bird Town PA)	
• Engaged community public officials (city council, town boards, county commissioner) in institutionalizing conservation policies (e.g. working with city officials to pass ordinances to eradicate weeds, control free-roaming cat populations, limit pesticide use)	
13. OUTREACH	
a. How many field trips did the Chapter conduct last year?	0
b. What was the total number of participants attending all field trips over the year?	0
c. How many meetings/programs did the Chapter conduct?	6
d. What was the total number of meeting/program attendees over the year?	100
e. If your Chapter sponsored or supported a bird webcam, what species is featured?	
f. Check all outreach events in which the Chapter participated as a coordinator, sponsor, presenter or with a display:	
• Birding Festival	
• Earth Day Event	
• Endangered Species Day	
• International Migratory Bird Day	
• JJ Audubon's Birthday Event	
Other:	Anastasia State Park Beach Bash
g. Please indicate the approximate total number of adults attending these outreach events:	100
h. Please indicate the approximate total number of children the Chapter reached through these outreach events:	50
14. EDUCATION	
Please note the number of educational programs your Chapter offered:	
a. Audubon Adventures classroom kits	
b. In-school visits:	
c. Field trips for school classes:	
d. Junior Audubon Club or after-school sessions:	
e. Scholarships to a nature camp:	
f. Activities at a Center operated by the National Audubon Society:	
g. NAS Center name (if you indicated a number in "f", above):	
h. Activities at a Center operated by your Chapter:	
i. Chapter Center Name (if you indicated a number in "h" above):	
j. Activities at an Education Center operated by an organization other than NAS or your Chapter:	
k. Other Center name (if you indicated a number in "i", above):	
l. How many youth (preschool through grade 12) were reached through the educational programs in a-k above?	

m. If you know the number of Title I or underserved youth reached through the educational programs in a-h above, please indicate:	
n. Teacher training activities/programs	
o. Bird identification classes for adults:	1
<b>Saving IBAs</b>	
SAVING IMPORTANT BIRD AREAS	Guana River, Matanzas Inlet and River and Northern Atlantic Migrant Stopover
15. If your Chapter was involved in activities at an Important Bird Area (IBA), please note the IBA's full name(s), closest city (ies) and state.	
16. Mark activities undertaken by the Chapter at the IBA(s) listed above.	
Supported the IBA(s):	
• Adopted this Important Bird Area	
• Participated in or ran a Friends/Support group	
Monitored birds or other species at the IBA:	
• One-time event or project	
• Ongoing	X
Monitored potential threats to species or habitat at the IBA:	
• One-time event or project	
• Ongoing	X
Restored habitat at the IBA:	
• One-time event or project	
• Ongoing	
Managed a nest box trail at the IBA:	
• One-time event or project	
• Ongoing	
Lobbied for IBA protection:	
• One-time event or project	
• Ongoing	
Created educational signs for the IBA:	
• One-time event or project	X
• Ongoing	
Conducted educational events or activities at the IBA:	
• One-time event or project	X
• Ongoing	
Other IBA activity:	Weekly nesting shorebird surveys and stewardship at Fort Matanzas National Monument, Guana River and Anastasia State Park.
If any other IBA activity was listed in the question above, was it a one-time or ongoing activity?	
• One-time event or project	
• Ongoing	X
Please indicate the approximate total number of participants in the Chapter's IBA-related activities listed above:	10
17. If your Chapter worked on a site(s) owned by the Chapter that is not an IBA, please note the site name(s):	

Please indicate the type of activity taken on the site(s) listed above:	
Monitored birds or other species	
• One-time events or projects	
• Ongoing	
• One-time events or projects	
Monitored potential threats to species or habitat	
• Ongoing	
• One-time events or projects	
Restored habitat	
• Ongoing	
• One-time events or projects	
Managed a nest box trail	
• Ongoing	
• One-time events or projects	
Lobbied for protection	
• Ongoing	
• One-time events or projects	
Created educational signs	
• Ongoing	
• One-time events or projects	
Conducted educational events or activities	
• Ongoing	
Other activity:	
If any other activity was listed in the question above, was it a one-time or ongoing activity?	
• One-time events or projects	
• Ongoing	
18. If your Chapter worked on a publicly-owned site other than an IBA (e.g., public park or national/state/local refuge), please list the site name:	Vilano Oceanfront Park, Julia's Island, 7 miles of coastline, Summerhaven Inlet
19. If your Chapter partners with a local land trust, please indicate:	
a. Name:	
b. Project title:	
20. If your Chapter participated in or financially supported a conservation project outside the US, please indicate the project name(s), country(ies), and nearest city(ies):	
21. If your Chapter sponsored one or more tours outside the U.S., please indicate the country(ies) and nearest city(ies):	
<b>Other Initiatives</b>	
SHAPING A HEALTHY CLIMATE AND CLEAN ENERGY FUTURE	
22. Please indicate the type of action(s) taken by the Chapter on:	
Transmission line placement	
• Sent comments	

• Took additional action	
• Sent comments	
Fracking or other land-based gas/oil drilling	
• Took additional action	
• Sent comments	
Promotion of alternative energy sources	
• Took additional action	
• Sent comments	
Placement of wind energy facilities	
• Took additional action	
Placement of solar energy facilities	
• Sent comments	
• Took additional action	
• Sent comments	
Reduction of emissions from coal-powered plants	
• Took additional action	
• Sent comments	
Sage steppe habitat	
• Took additional action	
Other activity:	Fort Matanzas National Monument Management Plan
Type of other activity, if one was listed above:	
• Sent comments	X
• Took additional action	
SHARING OUR SEAS AND SHORES	
23. Please indicate the type of action(s) taken by the Chapter on:	
Beach stewardship (direct habitat restoration)	
• Participated in	
• Organized	
Beach stewardship (educational programs for bird protection)	
• Participated in	X
• Organized	
• Participated in	
Identification of marine preserves	
• Organized	
• Participated in	
Coastal land acquisition and/or advocacy	
• Organized	
• Participated in	X
Marine bird surveys	
• Organized	
• Participated in	
Protection of forage fish populations	

• Organized	
Other activity:	In addition to marine bird surveys and nesting shorebirds surveys, the chapter continued weekly shorebird surveys and stewardship as has been conducted over last 5 years.
• Participated in	X
Indicate the level of Chapter involvement for the other activity listed above, if one:	
• Organized	X
<b>PUTTING WORKING LANDS TO WORK FOR BIRDS AND PEOPLE</b>	
24. Did the Chapter organize or participate in workshops, or provide direct advice on bird-friendly management of:	
• Forests	
• Agricultural lands	
• Ranches	
• Prairie grasslands	
• Sage steppe habitat	
• River restoration and/or riparian zone management	
• Freshwater fisheries protection	
Other:	
<b>POLICY</b>	
25. Check the appropriate box below if the Chapter:	
• Included articles on public policy in the Chapter newsletter	
• Maintained a phone tree or email network for policy issues	X
• Contributed Letters to the Editor on policy issues	
• Participated in a postcard advocacy campaign	
• Participated in one or more public policy telephone conferences	
• Posted an action alert on the Chapter website or Facebook page	
• Participated in a State Council Meeting or Assembly last year	X
• Met with elected officials on policy issues	
• Invited elected officials to Chapter functions (e.g., candidate forums, nature walks). Please describe below.	
If elected officials were invited to Chapter functions, please describe here:	
<b>Capacity &amp; Communications</b>	
<b>CAPACITY</b>	
26. Did the Chapter engage in any of the following fundraising activities (check all that apply)?	
• Birdathon	
• Annual Appeal	
• Targeted cultivation of major donors	
• Audubon Collaborative Funding	
• Toyota TogetherGreen Grant	
• Other grant applications	
• Seed sale	

• Sale of birding-related items	
Other:	
27. If your Chapter distributes grants for project work or general support, how much did you award in FY14 (in \$s)?	
a. Please note the total number of grants awarded:	
b. To whom did you award the grant(s)? Check all that apply.	
• Grade school or Junior High student(s)	
• High school student(s)	
• College student(s)	
• Another organization(s)	
Other:	
28. If your Chapter offers scholarships to attend programs or camps, how much did you award in FY14 (in \$s)?	
a. Please note the total number of scholarships awarded:	
b. Please note the program(s) or camp(s) attended by scholarship recipients:	
c. To whom did you award the scholarship(s)? Check all that apply.	
• Grade school or Junior High student(s)	
• High school student(s)	
• College student(s)	
• Another organization(s)	
Other:	
COMMUNICATIONS	
29. How many printed newsletter issues did the Chapter publish last year?	
30. How many electronic newsletter issues did the Chapter publish last year?	
31. Other than an e-newsletter (if your Chapter has one), how often do you send program-related messages to your Chapter's email list (i.e. messages to members and others who have signed up to receive updates from your Chapter)?	
• Weekly	
• Every other week	
• Monthly	
• Quarterly	
• Annually	
• As needed	X
• Our Chapter doesn't have an email list	
32. How often does your Chapter update its website?	
• Several times a week	
• Weekly	
• Monthly	
• Several times a year	
• As needed	X
• Rarely or never	
• Our Chapter does not have a website	



• Blog	
33. Does your Chapter actively manage a page/profile/channel via any of the following social media platforms?	
• Facebook	X
• Listserv or chat room (e.g., for bird sightings)	
• Meetup	
• Image sharing website (e.g., Flickr, Picasa, Instagram, Tumblr, Pinterest)	
• Twitter	
• YouTube	
Other:	Google Group (St. Johns Shorebird Partnership)
34. This past year, did you engage in any proactive outreach to local press/media to:	
• Meet with member(s) of press in person to inform about Chapter priorities/activities	X
• Promote field trips, programs, events and other activities	X
• Pitch the media on writing a story about a particular accomplishment or initiative	
<b>Successes &amp; Goals</b>	
Briefly list up to two of the Chapter's top programmatic accomplishments that we could share as success stories. Please indicate one category that most closely fits the action taken. We may want to follow up with you for additional details and photos of your success story.	
35. Accomplishment 1 Title:	Shorebird Stewardship
Category:	
• Education	X
• Citizen Science	
• Policy/Advocacy	
• Land Management	
Other category:	
Description:	In collaboration with the Florida Fish and Wildlife Conservation Commission, the State Park Service, the National Park Service and St. Johns County, chapter members assisted with posting nesting areas and engaged the public about the need to share the beach with nesting shorebirds and their importance to the coastal ecosystem.
Contact Name (if different from report submitter):	
Contact Email:	
If you have a good photo depicting this success, please upload here (if uploading doesn't work, please email to chapter_services@audubon.org with caption, photographer name and email address).	
Photograph caption	
Photographer name:	
Photographer email:	
36. Accomplishment 2 Title:	Bird Surveys
Category:	
• Education	

• Citizen Science	X
• Policy/Advocacy	
• Land Management	
Other category:	
Description:	In collaboration with the Florida Fish and Wildlife Conservation Commission, the State Park Service, the National Park Service and St. Johns County, chapter members conducted weekly nesting season bird surveys and biweekly winter bird surveys. The chapter also organized an annual winter bird survey of the entire St. Johns County coastline.
Contact name (if different from report submitter):	
Contact email:	
If you have a good photo depicting this success, please upload here (if uploading doesn't work, please email to <a href="mailto:chapter_services@audubon.org">chapter_services@audubon.org</a> with caption, photographer name and email address).	
Photo caption:	
Photographer name:	
Photographer email:	
ANNUAL PLAN	
37. Briefly list up to three of the Chapter's TOP goals in the coming year's annual plan:	
1:	Identify and engage a Board of 5 people.
2:	Revamp and update social media including the chapter website, Facebook page and possibly blog site.
3:	Update a schedule to include monthly field trips or events and increase participation in the primary citizen science project by 10%.
Please upload a copy of your Chapter's annual plan for the coming year (if uploading doesn't work, please email to <a href="mailto:chapter_services@audubon.org">chapter_services@audubon.org</a> ). For information on creating an annual plan, visit <a href="http://chapterservices.audubon.org/chapter-leader-guide/strategic-planning">http://chapterservices.audubon.org/chapter-leader-guide/strategic-planning</a> .	
<b>Feedback</b>	
38. If your State Office, Chapter Services Office or another national Audubon program has helped your Chapter in the past year, please describe:	National Audubon Society provided the chapter with a membership map and list of members. Audubon Florida chapter coordinator worked with northeast policy staff to assist the chapter in the transition to new leadership.
39. Please see <a href="http://chapterservices.audubon.org/frequently-requested-resources">http://chapterservices.audubon.org/frequently-requested-resources</a> frequently requested information regarding activities and issues mentioned in this questionnaire. If you would like additional information or have further questions on any topic, please note it here:	
40. We would appreciate hearing any suggestions you have for improving the annual report form next year:	Clarify "Marine bird survey". Does this mean pelagic birds only or pelagic and shore/sea birds also?
Click the "submit form" button below if you have completed all seven sections of this questionnaire to your satisfaction.	