

CALIFORNIA COASTAL COMMISSION

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W11a

November 17, 1999

TO: Commissioners and other Interested Parties

FROM: Christiane Parry, Public Education Program Manager
Steve Scholl, Deputy Director

SUBJECT: Standard Agreement with San Francisco State University Foundation
(For the meeting of December 11, 1999, in Marin County)

Recommendation: Staff recommends that the Commission authorize the Executive Director to enter into a standard agreement, to provide up to \$8,950 to the San Francisco State University Foundation, Public Research Institute (PRI), to conduct a post-program evaluation of the Boating Clean and Green Campaign. The funding comes from the Coastal Commission's Interagency Agreement with the California Integrated Waste Management Board.

Staff Analysis: The Boating Clean and Green Campaign is the Commission's clean boating project, funded by an Interagency Agreement with the California Integrated Waste Management Board's Used Oil Program. One element of the Commission's Boating Clean and Green Campaign is an evaluation of the effectiveness of the Campaign at changing boater attitudes and behavior. To this end, in 1997, the Campaign hired the Public Research Institute at San Francisco State University, to conduct a pre-outreach survey of registered boat owners in California. The survey queried boaters about their awareness of and practices around the issue of fuel and oil discharges into waterways from boats. PRI also conducted a boater focus group. The survey and focus group helped guide the Campaign in its design and distribution of outreach materials.

The Boating Campaign is now nearing completion, and it is time to conduct a post-outreach evaluation. This contract would fund a follow-up survey of a segment of the boaters surveyed in the original pre-program survey. The group that would be targeted are those who responded that they a) change their own oil, but do not recycle their used oil, b) do not use proper oil changing techniques, c) throw their used oil filters or oil absorbent materials in the trash, d) improperly deal with oil in their bilge or oily

discharges into the marine environment, e) were unaware of any laws limiting the use of detergents on oil spills or sheens, and/or f) improperly top off their tanks when fueling.

Prior to being resurveyed, the targeted group would first be mailed a Campaign "Boater Kit". The "Boater Kit" is the main outreach piece produced by the Campaign. It includes a oil absorbent bilge pad with instructions for use and disposal; a Clean Green Boating Placard, which includes 99 tips for clean boating and was designed in response to the focus group research as something boaters would be likely to keep on their boats; and other miscellaneous clean boating materials and information.

PRI will produce a report showing whether or not these boaters' attitudes and practices changed after receiving the Boater Kits.