

CALIFORNIA COASTAL COMMISSION

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January 16, 1997

TO: Commissioners and Other Interested Parties

FROM: Peter Douglas, Executive Director
Christiane Parry, Public Education

SUBJECT: Interagency Agreement with the Integrated Waste Management Board and Contract for a Used Oil Education Program for Boaters and Marina Operators
(For the meeting of February 4 - 7, 1997)

Recommendation: Staff recommends that the Commission authorize the Executive Director to enter into an interagency agreement to accept a \$400,000 contract from the California Integrated Waste Management Board to conduct a used oil education program targeted to boaters and marina operators; and to enter into a subcontract with Miriam Gordon, not to exceed \$115,000 to assist in the implementation of the boater education program.

Staff Analysis: The project is a statewide effort to educate the boating community about the environmentally appropriate disposal of used oil and other wastes associated with boating. The project includes a direct outreach campaign, as well as a program to provide local governments with the tools to conduct boater-targeted education campaigns of their own. The project will also promote the development and installation of new waste disposal facilities and recycling collection centers at locations convenient to boaters. The three year project will begin in the San Francisco Bay and Delta area in the first phase, and move on to the Los Angeles and San Diego regions subsequently.

The Commission's Adopt-A-Beach/Public Education staff will implement the project in conjunction with Miriam Gordon, who is an educational consultant specializing in pollution from recreational and commercial boating. Miriam developed the precursor to this project, the Boating Clean and Green Campaign for the Marin County Office of Waste Management.