

## CALIFORNIA COASTAL COMMISSION

45 FREMONT, SUITE 2000  
SAN FRANCISCO, CA 94105-2219  
VOICE AND TDD (415) 904-5200



Tu 10c

Tuesday  
Item #10-C

August 20, 1998

TO: Commissioners and Other Interested Parties

FROM: Peter Douglas, Executive Director  
Miriam Gordon, Boating Project Coordinator

SUBJECT: Contract with the Santa Monica Bay Restoration Project to Conduct Research and Outreach for the *Boating Clean and Green Campaign* in Southern California. (For the meeting of September 8-11, 1998, Eureka)

Recommendation: Staff recommends that the Commission authorize the Executive Director to enter into a contract, not to exceed \$77,500, with the Santa Monica Bay Restoration Project (SMBRP), to provide services for the Commission conducting research and public education for the *Boating Clean and Green Campaign* in Southern California.

Staff Analysis: The *Boating Clean and Green Campaign* is a statewide public education program designed to reduce boat-generated pollution in California. The Coastal Commission entered into a contract with the California Integrated Waste Management Board (CIWMB) in April 1997 to conduct this *Campaign* which is fully funded by the Board. The *Campaign* will be completed by April 2000. The Scope of Work for the *Campaign* identifies three regions in California for targeting outreach: (I) the SF Bay – Delta region, (II) the LA region, and (III) the San Diego region. While the Commission is responsible for conducting the majority of the research, developing outreach materials, and conducting outreach in region I, the Scope of Work indicates that the Commission would contract with partner organizations to conduct research and outreach and to provide technical assistance in regions II and III.

We propose to contract with the SMBRP to carry out the outreach, research, and technical assistance tasks for regions II and III. The SMBRP, a non-profit organization within the L.A. Regional Water Quality Control Board and part of the US EPA's National Estuary Project, is uniquely suited to this task for several reasons. First, the SMBRP facilitates the CA Clean Boating Network (CCBN) in Southern California. The Commission facilitates the CCBN in Northern California. As CCBN

facilitator, the SMBRP is at the center of a network of boater education representatives from government, industry, the environmental and boating communities. The CCBN provides access to many modes of outreach and provides highly trained professionals in boater education to staff outreach events. Second, the SMBRP is already conducting a similar outreach campaign addressing boat sewage reduction. They have gained invaluable knowledge and expertise in conducting outreach in Southern California, more than any other organization identified by the *Campaign* and the CCBN. Third, the SMBRP is producing a guide to boating in Southern California that identifies resources for boaters in each harbor in coastal Southern California. Their knowledge of Southern California boating facilities and facility operators is essential to the success of the *Campaign*.

The funding agency for this *Campaign*, the CIWMB, has already recognized the value of partnering with the SMBRP to conduct the *Boating Clean and Green Campaign* outreach in Southern California. They have approved our selection of the SMBRP, pending Commission approval.

Tasks that will be completed by the SMBRP include:

- conducting a survey of existing waste disposal services for boaters in the target region;
- providing technical assistance (including a conference) for local boater education programs in conducting outreach and establishing waste collection services for boaters;
- developing a display for boat shows and conducting public education at these shows;
- distributing outreach materials at marine supply shops and marinas;
- installing 125 boat launch ramp signs; and
- providing technical assistance to underwater hull cleaners.

The contract amount, \$77,500, will cover the costs of staff, supplies and purchase of a display for boat shows, rental fees at boat shows, travel to boat shows, postage for mailings to marinas and marine supply shops, and the costs of installing signs at boat launch ramps. The duration of the contract would be 19 months (October 1998 – April 2000).

**CALIFORNIA COASTAL COMMISSION**

45 FREMONT, SUITE 2000  
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August 26, 1998

TO: Commissioners and Other Interested Parties

FROM: Peter Douglas, Executive Director  
Chris Parry, Public Education Program Director

SUBJECT: Contract with the Santa Monica Bay Restoration Project to Conduct  
Research and Outreach for the *Boating Clean and Green Campaign* in  
Southern California. (For the meeting of September 8-11, 1998, Eureka)

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Please replace the original item #10-C that was previously mailed to you with the attached revised item.

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SAN FRANCISCO, CA 94105-2219  
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Tuesday  
Item #10-C  
Revised

August 26, 1998

TO: Commissioners and Other Interested Parties

FROM: Peter Douglas, Executive Director  
Chris Parry, Public Education Program Director

SUBJECT: Contract with the Santa Monica Bay Restoration Project to Conduct Research and Outreach for the *Boating Clean and Green Campaign* in Southern California. (For the meeting of September 8-11, 1998, Eureka)

Recommendation: Staff recommends that the Commission authorize the Executive Director to enter into a contract, not to exceed \$94,308, with the Santa Monica Bay Restoration Project (SMBRP), to provide services for the Commission conducting research and public education for the *Boating Clean and Green Campaign* in Southern California.

Staff Analysis: The *Boating Clean and Green Campaign* is a statewide public education program designed to reduce boat-generated pollution in California. The Coastal Commission entered into a contract with the California Integrated Waste Management Board (CIWMB) in April 1997 to conduct this *Campaign* which is fully funded by the Board. The *Campaign* will be completed by April 2000. The Scope of Work for the *Campaign* identifies three regions in California for targeting outreach: (I) the SF Bay – Delta region, (II) the LA region, and (III) the San Diego region. While the Commission is responsible for conducting the majority of the research, developing outreach materials, and conducting outreach in region I, the Scope of Work indicates that the Commission would contract with partner organizations to conduct research and outreach and to provide technical assistance in regions II and III.

We propose to contract with the SMBRP to carry out the outreach, research, and technical assistance tasks for regions II and III. The SMBRP, a non-profit organization within the L.A. Regional Water Quality Control Board and part of the US EPA's National Estuary Project, is uniquely suited to this task for several reasons. First, the SMBRP facilitates the CA Clean Boating Network (CCBN) in Southern California. The Commission facilitates the CCBN in Northern California. As CCBN facilitator, the SMBRP is at the center of a network of boater education representatives from government, industry, the environmental and boating

communities. The CCBN provides access to many modes of outreach and provides highly trained professionals in boater education to staff outreach events. Second, the SMBRP is already conducting a similar outreach campaign addressing boat sewage reduction. They have gained invaluable knowledge and expertise in conducting outreach in Southern California, more than any other organization identified by the *Campaign* and the CCBN. Third, the SMBRP is producing a guide to boating in Southern California that identifies resources for boaters in each harbor in coastal Southern California. Their knowledge of Southern California boating facilities and facility operators is essential to the success of the *Campaign*.

Finally, the SMBRP has contributed and will contribute many additional resources to the *Campaign*. In terms of outreach, the SMBRP is developing a "Southern California Boater's Guide" that will provide boaters with information for cruising the coast in Southern California and will include detailed information, provided by the Coastal Commission, about best management practices for reducing boat-generated pollution. A minimum of 10,000 free copies of this Guide will be distributed during the outreach portion of this *Campaign*. Furthermore, the SMBRP will contribute approximately \$26,000 in matching funds to the *Campaign*, including \$11,250 for personnel, \$6,500 for postage, \$7,500 for indirect costs, and \$900 in travel.

The funding agency for this *Campaign*, the CIWMB, has already recognized the value of partnering with the SMBRP to conduct the *Boating Clean and Green Campaign* outreach in Southern California. They have approved our selection of the SMBRP, pending Commission approval.

Tasks that will be completed by the SMBRP include:

- conducting a survey of existing waste disposal services for boaters in the target region;
- providing technical assistance for local boater education programs in conducting outreach and establishing boat waste collection services;
- developing a display and conducting outreach at boat shows;
- distributing outreach materials at marine supply shops and marinas;
- installing 125 boat launch ramp signs; and
- providing technical assistance to underwater hull cleaners.

The contract amount, \$95,308, will cover the costs of staff, supplies, purchasing outreach materials, purchase of a display for boat shows, rental fees at boat shows, travel to boat shows, postage for mailings to marinas and marine supply shops, and the costs of installing signs at boat launch ramps. The duration of the contract would be 19 months (October 1998 - April 2000).