

CALIFORNIA COASTAL COMMISSION

45 FREMONT, SUITE 2000
SAN FRANCISCO, CA 94105-2219
VOICE AND TDD (415) 904-5200
FAX (415) 904-5400

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February 23, 2000

TO: Commissioners and other Interested Parties

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

SUBJECT: Amendment to Standard Agreement with San Francisco State University Foundation
(For the meeting of March 14, 2000, in Monterey)

Staff Recommendation: Staff recommends that the Commission authorize the Executive Director to amend standard agreement CC-99-52 with the San Francisco State University Foundation, Public Research Institute (PRI). The amendment would add up to \$2,000 to the \$8,950 budget, and make minor modifications to the work program. The contract is for 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.

Motion: *I move that the Commission authorize the Executive Director to amend Standard Agreement CC-99-52 with San Francisco State University Foundation, to add up to \$2,000 and make minor modifications to the work program.*

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 (PRI) at San Francisco State University Foundation, 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.

In December, the Coastal Commission authorized the Executive Director to enter into a contract with PRI to conduct a post-outreach program evaluation. That contract funds a follow-up survey of a segment of the boaters surveyed in the original pre-program survey. However, as PRI began work on the survey, it became clear that the sample size of boaters targeted for this survey was smaller than originally estimated. This amendment would direct PRI to conduct an additional survey at boat shows where campaign outreach is conducted. The additional survey will provide supplemental evaluation information in order to ensure that the results are fully representative of California boaters.