

CALIFORNIA COASTAL COMMISSION

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April 22, 2004

TO: Commissioners and other Interested Parties

FROM: Peter Douglas, Executive Director
Susan Hansch, Chief Deputy Director
Christiane Parry, Public Education Program Manager

SUBJECT: Joint Exercise of Powers Agreement for the Boating Clean and Green Campaign, Phase 5 (For the meeting of May 12, 2004, in Santa Rosa)

Staff Recommendation: This report revisits and revises an item from the Commission's January 2004 meeting. Staff recommends that the Commission authorize the Executive Director to enter into a Joint Exercise of Powers Agreement (JEPA) with Contra Costa County and the Department of Boating and Waterways (DBW), for Phase 5 of the Boating Clean and Green Campaign. Total funding for the JEPA is up to \$200,000, and is from a Proposition 13 Grant to Contra Costa County.

The original plan, approved by the Commission in January 2004, was that the JEPA would fund two half time project coordinators; one housed at DBW and one at the Coastal Commission. The new plan is for the JEPA to fund a full-time Commission staff person to be project coordinator. The parties agree that the new arrangement is more efficient and workable. The Commission, DBW and Contra Costa will form a steering committee, which will oversee the work of the project coordinator and guide the project. Phase 5 will continue the program activities developed in previous phases and add new program elements. The project will run through December 2005. The Commission staff's goal is to transfer the Boating Clean and Green Campaign to either DBW or another organization at the completion of Phase 5.

The California Integrated Waste Management Board (CIWMB) is also providing funding for Boating Clean and Green Phase 5. A portion of the funding from the CIWMB agreement will reimburse the Commission for the office space and associated operating expenses provided for this project. Commission staff oversight of the project coordinator and participation in the steering committee will be provided as an in-kind contribution to the project.

Motion: I move that the Commission authorize the Executive Director to enter into a Joint Exercise of Powers Agreement with Contra Costa County and the Department of Boating and Waterways, to form a partnership to conduct Phase 5 of the Boating Clean and Green Campaign.

Staff Analysis: The Boating Clean and Green Campaign is a statewide effort to educate the boating community and facilitate the installation of services needed by boaters to reduce the emissions of oil and other pollutants associated with boating. The Commission developed the Campaign in 1997 with funding through an Interagency Agreement with the California Integrated Waste Management Board. The Campaign uses a combination of direct outreach to boaters and technical assistance to local jurisdictions, citizen groups and other stakeholders to accomplish its goal of reducing nonpoint source pollution from boating and marine businesses. The Joint Exercise of Powers Agreement will lay out the roles and responsibilities of the Coastal Commission, DBW and Contra Costa County with respect to the Proposition 13 grant funds.

Phase 5 Partnership. Phase 5 will be a partnership between the Coastal Commission, Contra Costa County, DBW and the CIWMB. Funding for Phase 5 will come from the CIWMB and Contra Costa County, with in-kind support from the Commission and DBW. The CIWMB will provide \$50,000 through an MOU with the Commission. The remaining funding will come from a Proposition 13 grant awarded to Contra Costa County (up to \$200,000), which is the subject of the JEPA.

The original plan for the partnership when the JEPA was first brought to the Commission in January 2004, was to hire two half time coordinators; one housed at DBW and one at the Coastal Commission. The new plan for one full-time employee with joint oversight is more efficient and workable. This arrangement will take advantage of the Coastal Commission's long history with and staff expertise on the Boating Clean and Campaign, and DBW's expertise on boating issues in general.

Coastal Commission and DBW Responsibilities. The Coastal Commission will be reimbursed by the JEPA for providing a full-time project coordinator. Both the Coastal Commission and DBW will provide oversight of the coordinator as an in-kind contribution to the project. The Coastal Commission, DBW and Contra Costa County will form a steering committee to guide the progress of the project.

JEPA Funding and Phase 5 Work Program. The timeframe for Phase 5 is June 2004 through December 2005. Phase 5 will continue the public education tasks that are the mainstays of the Campaign – Dockwalkers, boater kits, and the California Clean Boating Network (CCBN) – and will further develop the needs assessment and GIS map developed in Phase 4. In addition to funding these boater education programs in the Delta area, the JEPA will fund several pilot projects focused specifically on Contra Costa County and the Delta region, including producing printed maps of boater services for parts of the Delta region, a Clean Marinas Recognition Program for Contra Costa County, and a point-of-purchase "shopping clean and green" campaign. In addition, the JEPA will fund the development of a new Delta Chapter of the CCBN.

Past Campaign Accomplishments. The first phase of the Campaign, which concluded in April, 2000, developed the basic elements of the campaign – Clean Boating Kits, Dockwalker trainings, the production of educational materials, and technical assistance to local jurisdictions in setting up boater education programs or installing pollution prevention services.

Phase 2, which ran through December 2001, expanded the campaign's geographic focus. While Phase 1 targeted mainly the San Francisco Estuary and the coastal waters from Santa Monica Bay south to San Diego Bay, Phase 2 expanded to other areas of the state, and placed further emphasis on support and coordination of local jurisdictions in conducting boater education and implementing services for boaters. Phase 3 was funded by grants from CIWMB, NOAA and USEPA. The Campaign continued the basic boater education and technical assistance tasks, and also included development of a quarterly newsletter insert for the northern California chapter of the California Clean Boating Network, and updated Tidebooks mapped with pollution prevention services.

Phase 4 ends in April 2004. In terms of education, during Phase 4 the Campaign continued Dockwalkers training and boater kit production, the CCBN and its newsletter, and developed and distributed 125 pollution prevention signs for fuel docks. The Campaign developed a GIS-based state-wide map of marina-based environmental services for boaters and of used oil and hazardous waste collection facilities operated in each municipality, and conducted a preliminary need assessment for oil collection at marinas in California. The Campaign also worked with the Clean Marinas Advisory Board to develop a Clean Marinas Toolkit.