

CALIFORNIA COASTAL COMMISSION

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W19a

February 23, 2007

TO: Commissioners and other Interested Parties

FROM: Peter Douglas, Executive Director
Susan Hansch, Chief Deputy Director
Christiane Parry, Public Education Program Manager
Vivian Matuk, Environmental Boating Program Coordinator

SUBJECT: Interagency Agreement with the California Department of Boating and Waterways for the Boating Clean and Green Campaign, Phase 7
(For the meeting of Wednesday, March 8, 2007 in Monterey)

Staff Recommendation: Staff recommends that the Commission authorize the Executive Director to enter into an Interagency Agreement with the California Department of Boating and Waterways (DBW) to accept up to \$106,000 in funding to assist in the implementation of Phase 7 of the Boating Clean and Green Campaign.

Phase 7 is a partnership between DBW and the Coastal Commission. In addition, the two agencies will be working with Contra Costa County on a clean boating program in the Delta. The Commission will consider as a separate item the Joint Exercise of Powers Agreement (JEPA) with Contra Costa County and the Department of Boating and Waterways (DBW), also on the March 2007 agenda (*Item 19b*). DBW will provide funds for a Coastal Commission staff person to coordinate the Campaign. The Coastal Commission will provide office space, and joint supervision with DBW of the staff person. The County will provide funds for the Coastal Commission staff person's overhead.

The overall timeframe for this agreement is from April 1, 2007 through June 30, 2008. However, it is the intention of the Coastal Commission and DBW to continue the partnership into the future.

Motion: I move that the Commission authorize the Executive Director to enter into an Interagency Agreement with the California Department of Boating and Waterways to accept up to \$106,000 for Phase 7 of the Boating Clean and Green Campaign.

Staff Analysis: The Boating Clean and Green Campaign (the 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, and has coordinated the Campaign since then, with assistance from a variety of partners and funders. 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.

Phase 7 Partnership. Phase 7 will be a partnership among the Coastal Commission, DBW, and Contra Costa County. DBW and Contra Costa County will each provide funding for Coastal Commission activities for Phase 7: DBW will provide up to \$106,000 for a staff person – and will cover salary, benefits, and travel costs. Contra Costa County will provide funds to cover overhead costs. The Coastal Commission will provide office space and joint supervision with DBW of the staff person. The partnership is detailed in a Joint Exercise of Powers Agreement (JEPA) among the three agencies, which is the subject of a separate Commission action on the March 2007 agenda (*Item W19b*).

The partnership between the Coastal Commission and DBW was launched in 2005, when DBW assumed a lead role in the Campaign

Phase 7 Work Program. Phase 7 will build on the previous work of the Boating Clean and Green Campaign by conducting the following education and technical assistance tasks:

Task 1. Increase clean boating education and outreach. The Campaign will provide coordination and support for local jurisdictions, non-profit organizations, and others conducting clean boating education and outreach. The Campaign will develop and organize outreach materials, and will coordinate and staff boating outreach events.

Task 2. Continue Dockwalker Program. Develop and conduct a minimum of four (4) statewide trainings to recruit volunteer Dockwalkers who will promote environmentally sound boating practices. Dockwalkers will distribute boater kits throughout the state and administer the Recreational Boater Survey

Task 3. Maintain and Update Boater Resources such as the Boating Clean and Green Campaign Website, the Earth911 Website and the 1-800 CLEANUP Hotline. Track status of environmental services at marinas and other locations and update resources accordingly.

Task 4. Facilitate the California Clean Boating Network (CCBN). The Campaign will facilitate the Northern CA and the Sacramento – San Joaquin Delta chapters of the CCBN, and to continue publishing the Changing Tides Newsletter, the quarterly publication of the CCBN. The newsletter will be distributed to marinas, marine supply shops, boat repair facilities, boat shows, and through the CCBN membership.

Task 5. Participate in Stakeholder Meetings and Processes. Campaign staff will attend various meetings related to environmentally sound boating and education, including interagency coordinating meetings and meetings of various marina and harbormaster associations.

Task 6. Continue California Boating Facilities Mapping Effort. The Campaign will continue to advertise and update the boating facilities GIS database so that it can be used for future educational efforts and for targeting funding and technical assistance to the areas where the needs are greatest.

Task 7. Perform the Tasks included in the Joint Exercise of Powers Agreement (JEPA). These tasks are detailed in a separate staff report for Item W19b, on the Commission's March 2007 agenda),

Past Campaign Accomplishments and Background. The Coastal Commission began the Boating Clean and Green Campaign in 1997, with funding from the California Integrated Waste Management Agency (CIWMB). CIWMB was the primary funder for the Campaign until 2006. The Campaign has also received grants from the National Oceanic and Atmospheric Administration and the U. S. Environmental Protection Agency.

The first phase of the Campaign, from 1997 to 2000, conducted research to determine the most effective ways to deliver environmental education messages to boaters and developed the basic Campaign elements – 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.

Since that time the Campaign has continued its main educational elements, refining them over time, and has added new elements:

- **Clean Boating Kits.** To date the Campaign has distributed more than 60,000 clean boating kits. The kits' educational information is packaged in a way as to deliver the message most effectively. Examples include, repeating the main messages and including items that will be useful to a boater – a floating key chain for example. The kit also includes an oil-only absorbent – an item that will help a boater implement pollution prevention practices with minimal effort.
- **Dockwalker Trainings.** The Campaign has conducted over 40 trainings and has trained more than 500 Dockwalkers to date. Dockwalkers are volunteer boater educators who “walk the docks” distributing boater kits and talking to boaters about how to prevent pollution.

- **California Clean Boating Network (CCBN).** The Coastal Commission started the CCBN in 1995 as a forum for members of the boating and environmental communities to network and increase the quantity and quality of boater education regarding clean boating in California. There are currently 3 chapters: southern California (facilitated by the Santa Monica Bay Restoration Foundation), northern California (facilitated by the Boating Clean and Green Campaign), and Delta (facilitated by the Boating Clean and Green Campaign.)
- **Changing Tides Newsletter.** The CCBN publishes a quarterly newsletter called the Changing Tides. The newsletter is distributed to all marinas in California and includes information on pollution prevention techniques and boater education.
- **Tidebooks and NOAA Charts.** In 2001, the Campaign began a long running collaboration with the Tidebook Company to include locations of marina pollution prevention services with Tidebook charts for the year 2001 and future additions. The Campaign provides the maps showing the facilities.
- **Pollution Prevention Signs.** Developed and distributed 400 pollution prevention signs for boat launch ramps, in English and Spanish, and developed 240 fuel dock signs, instructing boaters on how to minimize spills during fueling.
- **Needs Assessment Report and GIS.** Developed a state-wide GIS map of marina-based environmental services for boaters and prepared a Needs Assessment report that analyzed the adequacy of services in the various locations. The Campaign provided this information to the CIWMB to help target grants for facilities improvements. The GIS is available for use by others, and has been used to produce a Delta map (see below), the Baykeeper's Clean Boating Map for the San Francisco Bay, and the Huntington and Newport Harbor maps. The GIS information has also been used by several state agencies including the Office of Spill Prevention and Response, the California Integrated Waste Management Board, some Regional Boards, the California Coastal Commission and the State Water Resources Control Board. The Campaign updates the GIS map annually.
- **Delta Region Pilot Program.** A partnership with Contra Costa County from 2004 to 2006 led to a Delta Region Pilot Program, funded by a grant from the State Water Board. The program involved setting up pollution prevention infrastructure at five marinas, producing printed maps of boater services for parts of the Delta region, a point-of-purchase "shopping clean and green" campaign, and the new Delta Chapter of the CCBN.
- **The California Clean Marina Tool Kit.** Developed by the Campaign with the assistance of the Clean Marina's Advisory Board, the Tool Kit was designed to help any marina become a "clean marina." It includes a guidebook of recommended practices for addressing particular pollution problems, a section on boater education, and case studies. The kit was provided free of charge to all marinas in California.
- **Informational Websites and Hotline.** To promote clean boating practices throughout California and to increase the use of environmental services by boaters, the Campaign has developed several resources including its website (www.coastal.ca.gov/ccbn/ccbndx.html) as well as a California clean boating section in the Earth911.org website and the 1-800-CLEANUP hotline.

- **Technical Assistance and Support.** The Campaign provides technical assistance to local governments, marinas and local boating programs in developing clean boating education and outreach materials, identifying the need for and in installing pollution prevention services for boaters. The Campaign also educates the marina and local government community by presenting information about clean boating practices and environmental services for boaters at conferences.