



April, 2009

Dear Dockwalkers:

On Behalf of **California Department of Boating and Waterways** and the **California Coastal Commission's and Boating Clean & Green Program**, the **Santa Monica Bay Restoration Foundation**, the **Keep the Delta Clean Program** and **Save Our Shores** we want to **Welcome** you to your quarterly electronic newsletter. The purpose of this newsletter is to give you updates about the program, upcoming opportunities for Dockwalking, and other Dockwalker news.

Great Upcoming Northern and Southern California Dockwalking Opportunities

Southern CA

APRIL

- ✓ April 15 – 19 36th Annual Newport Boat Show
- ✓ April 18 City of Bellflower's Earth Day Celebration
- ✓ April 18 – 19 Adopt-A-Fuel Dock, Marina del Rey

MAY

- ✓ May 9 North OC Community Day
- ✓ May 30 Sunset Beach Aquatic Marina & Public Ramp
"Pancake Breakfast"

To participate in these events, contact:

Grace Lee (310) 216-9828 / Glee@santamonicabay.org

Unica Luna (310) 216-9824 / ULuna@santamonicabay.org

Northern CA

APRIL

- ✓ April 18 Earth Day - Sausalito (10 a.m. – 2 p.m.)
- ✓ April 26 San Francisco Opening Day in the Bay (10 a.m. – 2 p.m.)

AUGUST

- ✓ August 8 Clean Marina Day –San Francisco Marina (10 a.m. – 2 p.m.)

To participate in these events, please contact:

Vivian Matuk at (415) 904-6905 or vmatuk@coastal.ca.gov

For Events organized by **Save Our Shores**, please visit:
<http://www.saveourshores.org/clean-boating-initiative>

Volunteer Dockwalkers at Work

Since the beginning of this year, the Santa Monica Bay Restoration Foundation, the California Department of Boating and Waterways, the California Coastal Commission's Boating Clean & Green Program, and the Keep the Delta Clean Program have participated in several boat shows and boating events where many Dockwalkers helped us conduct face-to-face boater education and distribute our 2009 Boater kits. **In this section, we would like to recognize the Dockwalkers who have helped us make our participation at these boating events a success!**

- ⚓ **International Sportsmen's Exposition (January 15-18, 2009).** 873 Boater kits distributed. Thanks to: **George Mcelvain, Sarah Mcelvain, SNMST Lowe (USCG) Don Anderson USCG Aux, Joseph Fletcher, Frank A. Fagoni, John B. Kaskell, Jim Goff, Jo Tieslau, Gregg Tieslau, Kimberly Cromwell**
- ⚓ **Los Angeles Boat Show (February 7-15, 2009).** 375 boater kits distributed. Thanks to: **Karen Gladstone, Mel Widawski**
- ⚓ **Long Beach Fishing Show (March 4 – 8, 2009).** 310 Boater kits distributed. Thanks to: **Mel Widawski, Barbara Widawski, Fran Webber**
- ⚓ **Sacramento Boat Show (March 12 -15, 2009).** 500 Boater kits distributed. Thanks to: **Shirley Aguilera, Wayne Guidera, Bob Riopel, LT Wasserman Reg Smith, Larry White, Ken Baltz, SNMST Lowe (USCG), SN Nishikawa Jim Goff, Kimberly and Kendra Cromwell, MST3 Wooten**



Kimberly Cromwell at the International Sportsmen's Exposition (January 15-18, 2009).



Karen Gladstone at the SCMA Los Angeles Boat Show

Some tips for a Successful Dockwalking Activity

- ✓ Go to where boaters will be: launch ramps, marina docks, fuel docks, marine supply stores and local events (check the section above for Great Dockwalking Opportunities).
REMEMBER: If you are a marine business operator, the kits are a great educational tool to give to your tenants so they can work with you in your clean marina and clean water efforts. If you are a Power Squadron or US Coast Guard auxiliary, the kit is an amazing tool when conducting your vessel examination, marine dealer visits or safety classes to promote clean and safe boating practices. If you are a club member or a boater, you can distribute the kits among your boating colleagues and work with them promoting clean and safe boating.
- ✓ Engage local marine business operators in your effort before you start your Dockwalking activity
- ✓ Know your audience - pick the right time and place
- ✓ This is EDUCATION, not enforcement
- ✓ Show the oil absorbent first.
- ✓ Focus on the primary messages associated to each material included in the boater kit. Refer to the document found at <http://www.coastal.ca.gov/ccbn/BoaterKitEducationalMessagesStatewide.pdf>

- ✓ Use the facts found at http://www.coastal.ca.gov/ccbn/factoids_for_dockwalkers.pdf This information will help you in providing examples while conducting the face-to-face boater education.
- ✓ Ask questions to generate discussion
- ✓ Judge the attention span of listener
- ✓ Give credit to boater for good practices
- ✓ Timing: average visit = 2-5 minutes

Recommended TIPS for Distributing Kits and Collecting the 2009 Boater Questionnaires

- ⚓ In order to capture boaters' attention, a recommended strategy is to show the boater kits and tell the boater that it is free.
- ⚓ Before handing the boater kit to the boater, it is important to ask boaters **to first fill out** the 2009 Boater Questionnaire indicating that it will only take about 4 – 5 minutes of their time and it is **anonymous**. **Please, do not give any answers to boaters while they are answering the questionnaire.**
- ⚓ When the boater returns the questionnaire to you, quickly look it over to see that it is complete. Then, explain to the boater:
 - The meaning of the logos (**Q23**)  = Certified Used Oil Recycling Center and
 -  = National Sewage Pumpout symbol.
 - The fine when discharging raw sewage overboard (**\$2,200 – Q25**) and
 - The percentage of Californians getting their drinking water from the Sacramento – San Joaquin Delta (**51-75%**) (**Q 26**)
- ⚓ Once you have collected the questionnaire, please discuss the materials included in the boater kits with the recipient, emphasizing the main message associated with each of the materials (See section above). Be aware that the most significant items are the three-hole punch laminated card and the oil absorbent.
- ⚓ 2009 Boater Questionnaire: Please make sure you include the questionnaire date and location. In Q1, please mark the option Dockwalker. On the back of each survey, please include your name so we can keep track of the questionnaires you are collecting for the **2009 Dockwalker contest**.