



August 2013

Dear Dockwalkers:

On behalf of **California Department of Boating and Waterways (DBW)** and the **California Coastal Commission's and Boating Clean & Green Program**, the **Santa Monica Bay Restoration Foundation (representing DBW's Clean Vessel Act Education Program)**, and the **Keep the Delta Clean Program** want to **welcome** you to your 2013 electronic newsletter.

The purpose of this newsletter is to give you updates about the program, encourage attendance at future Dockwalking activities, and promote Dockwalker news.

Northern and Southern California Dockwalking Opportunities

Southern CA

- **September 21, Marina del Rey, Coastal Cleanup Day**

To participate in this event, please contact: Victoria Ippolito at (213) 620-2271/
vippolito@santamonicabay.org

Northern CA

- **September 21, Coastal Cleanup Day at several yacht clubs in CA**

To participate in in this event, please contact: Vivian Matuk at (415) 904-6905/
vmatuk@coastal.ca.gov

Tracking your Outreach Efforts

We would like to know where you are conducting Dockwalking activities and how boaters are responding to your educational efforts. After a Dockwalking activity, please keep records of your visits and the materials you distribute. To assist you in tracking, we have created the Dockwalker tracking form in 3 formats:

- ✓ Word Document: <http://www.coastal.ca.gov/ccbn/docktracking.doc>
- ✓ PDF File: <http://www.coastal.ca.gov/ccbn/docktracking.pdf>

- ✓ On-line system: <http://www.surveygizmo.com/s3/794723/2012-Dockwalker-Activity-Tracking-Form>

Volunteer Dockwalkers are Making a Difference!

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, the Keep the Delta Clean Program, and many partners have participated in several boat shows and boating events where many Dockwalkers helped us conduct face-to-face boater education and distribute our 2013 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!

- **Women's Sailing Association Dinner at the Santa Monica Windjammers Yacht Club (March 12th)** 35 kits distributed.



Louis Baskin, Diana Johnson-Miller and Vicki Ippolito promoting sustainable boating practices at the Newport Beach Boat Show

- **Newport Beach Boat Show (April 18-21st, Newport Beach)** 87 kits distributed, Volunteers: Dave Stancil, Debbie Wasserman, Marcelo Tedesco, Fran Weber, Louis Baskin, Diana Johnson-Miller.

- **King Harbor Sea Fair (May 19th, Redondo Beach)**. 21 kits distributed; Volunteers: Nina Smidt, Carla Houston, Colleen Callahan, Diana Johnson-Miller, Rosemarie Heath, Jamie Flynn.

- **Dana Point Boat Show (May 30- June 1st, Dana Point Harbor)** 67 kits distributed, Volunteers: Dave Stancil, Al Rajput, Louis Baskin, Debbie Wasserman, Norma Lococo, Rosemarie Heath, Diana Johnson-Miller, Brian Tankersley, Joe Selikov.
- **California Yacht Marina Wilmington BBQ party (June 8th, Los Angeles Harbor)**. 25 kits distributed.
- **Two Harbors Opening Day (June 29th, Catalina Island)**. 25 kits distributed.



- **Sacramento West Marine Clean and Safe Boating Day (May 18th)** Distributed 30 kits in partnership with the US Coast Guard Auxiliary Jim Goff

USCG Auxiliary, Jim Goff at the Clean and Safe Boating Day the Sacramento West Marine

Some Events Attended by Dockwalkers

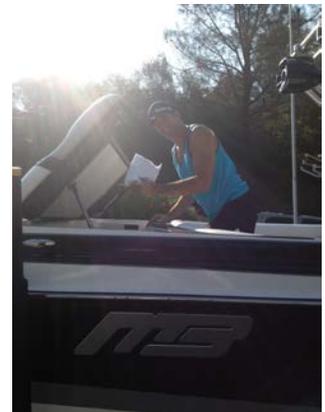
The Sacramento USCG Auxiliary attended the National Boating Safety Event at Discovery Park on May 19th. In addition that Flotilla has been conducting Vessel Examinations combined with Dockwalking throughout the boating session - 5/1/13 thru 10/31/13

Save Our Shores (SOS) conducted a Santa Cruz Harbor Event (June 29th) distributing 24 kits. SOS will conduct a Monterey harbor event on August 31st and Pillar Point Harbor on October 5th

Marisa Hoke (US Coast Guard Auxiliary, Marin County) have been educating boaters and combining her USCG Auxiliary duties with Dockwalking.

Pat Carlson and his US Coast Guard Auxiliary Flotilla (San Diego) conducted 2 marina vessel exam events; one May 4th at Harbor Island West marina and one on June 15th at Kona Kai marina. Pat and his colleagues distributed about 10 kits at each event.

Lake Berryessa Boater Outreach Program Staff (Napa County) have been conducting Dockwalking activities throughout the summer at the five boat launches at Lake Berryessa. The team has distributed 883 boater kits and to date 289 installed immediately oil absorbents on site.



Boater from Dublin visiting Lake Berryessa and installing the new oil absorbent pillow after receiving a boater kit

Rio Vista Boater Outreach Program Staff (Solano County) have educated 90 boaters about clean boating practices from 4/21/13 to 6/30/13

Paul Fiedling (US Coast Guard Auxiliary) combined his vessel examination with Dockwalking and distributed 17 boater kits

Michael T. Piela (US Coast Guard Auxiliary, Santa Barbara) has participated in a variety of Recreational Boating Safety events throughout this year, such as the "National Safe Boating Expo" and the "Marinafest" at Channel Islands Harbor, as well as outreach days at the lakes in Los Angeles and Ventura County. Michael and his US Coast Guard Auxiliary colleagues have been conducting face-to-face education about clean and safe boating practices and distributing boater kits at these outreach events.

Clipper Yacht Harbor staff (Marin County) have been sharing clean boating information with their tenants and distributing boater kits.

Jan T. Stenstrom (US Coast Guard Auxiliary) has been sharing with boaters clean boating information at the Cabrillo Marina in San Pedro.

Maggy Herbelin (US Coast Guard Auxiliary and Humboldt BayKeeper) conducted Dockwalking activities in both Eureka and Woodley island marinas.

Tom Merrick (US Coast Guard Auxiliary) has been conducting clean and safe boating education and distributing boater kits at Emery Cove, Saint Francis Yacht Club and Marina Village Yacht Harbor in San Francisco Bay.

Ray David (US Coast Guard Auxiliary) and his Flotilla members have been combining vessel examinations with Dockwalking outreach efforts the first Saturday of each month at the Morro Bay Launch Ramp. Ray and his Flotilla members have been sharing information about the use of oil absorbents, sewage discharge among other clean boating practices.

Tips for a Successful Dockwalking Activity

- ✓ Go 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 pillow to the boater first.
- ✓ Focus on the primary messages associated to each item included in the boater kit. Refer to the document: <http://www.coastal.ca.gov/ccbn/BoaterKitEducationalMessagesStatewide.pdf>
- ✓ Use these facts: http://www.coastal.ca.gov/ccbn/factoids_for_dockwalkers.pdf
This information will provide examples you can use while conducting the face-to-face boater education.
- ✓ Ask questions to generate discussion.
- ✓ Judge the attention span of listener.
- ✓ Give credit to the boater for good practices.
- ✓ Timing: average visit = 2-5 minutes

Recommended TIPS for Distributing Kits and Collecting the 2013 Boater Questionnaires

- ✓ Remember, our target audience is current California boat owners.
- ✓ In order to capture boaters' attention, one 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 2013 Boater Questionnaire indicating that it will only take about 4 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 and pledge to you, quickly look it over to see that it is complete.
- ✓ It is very important that you start your face-to-face education by providing the boater with the correct answer. Remember that the correct responses from the 2013 Surveys are:
 - Q9= Fine up to \$2,000
 - Q10=Violators are liable for the cost of the clean up and are also subject to substantial civil and/or criminal penalties.
 - Q11 and Q12=TRUE

Please do not allow boaters to change their responses even if they are incorrect and please do not double mark the survey.

- ✓ 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 card, the oil absorbent, and the Clean Boating Habits. In San Francisco and the Delta, both the San Francisco Bay and the Delta Maps are very important items.
The Southern CA Boater's Guide Order Form (for Southern CA boaters) is a very important item for the Southern CA boater kits. Remember: There will be order forms for this publication in each box of Boater Packets. Boater Kit recipients will need to send an order form to the Santa Monica Bay Restoration Foundation in order to receive a copy of the Southern California Boater's Guide. Volunteers may order extra copies for their outreach efforts by contacting: Victoria Ippolito at vippolito@santamonicabay.org/(213) 620-2271.
- ✓ 2013 Boater Questionnaire: Please make sure you include the questionnaire date and location. Please do not use acronyms and include the full name of the city where you are conducting the Dockwalking. 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 **2013 Dockwalker contest**.

Do not forget to visit the Dockwalker website at www.BoatingCleanandGreen.com (Click on the Dockwalker program link)



STEWARDS OF SANTA MONICA BAY

