



# bay restoration authority

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## Statewide Clean Boating Education Program Clean Vessel Act Grant

### Scope of Services and Schedule of Deliverables Work to be performed April 2014 - January 2015

#### 1. Education and Outreach Program Management

*Manage statewide outreach and education efforts to promote proper sewage management and sustainable boating practices.*

##### *Statewide*

- Complete specialized bi-weekly reporting to CVA grant manager on accomplishments, and give notification of upcoming events, new outreach materials, and future tasks.
- Manage grant invoicing, reporting, and timelines (i.e. grant management and work completion).

##### *Northern California*

- Work with program partners (i.e. San Francisco Estuary Partnership, Division of Boating and Waterways) to implement statewide CVA education program.
- Hold annual planning meetings with program partners to coordinate outreach efforts.

##### *Southern California*

- Develop annual work plan for Southern California outreach campaign, in accordance to CVA guidelines.
- Create and submit payment request and progress reports.
- Maintain web resources for Boating Education Program.
- Hold biweekly planning meetings with grant manager.

#### 2. Pumpout Station Monitoring

*Monitor public sewage pumpout facilities in California, which have been funded with CVA grant funds, in order to maximize performance level of facilities.*

- Conduct quarterly visits of vessel sewage pumpout facilities in Southern California to check functionality and condition of pumpouts. Staff will write and submit quarterly reports of visits to grant manager. Reports are due by the last day of the monitoring month.

#### 3. Honey Pot Day Instructional Video – “Honey Pot Live”

*Develop a Honey Pot Day program for the web where boaters take an online “class” to receive a free mobile pumpout.*



- Develop an online class for boaters about proper sewage management, effects of illegal sewage discharge. Boaters must view the Division of Boating and Waterways and San Francisco Estuary Partnership sewage pumpout video, read educational materials regarding boat sewage, and complete an exam in order to receive a voucher for a free mobile pumpout. Honey Pot Live will be promoted in Marina del Rey, King Harbor, Long Beach, and Los Angeles harbors. The video will be accessible via the Honey Pot Day website. Promote the program via marina and yacht club presentations, flyers, press releases, newsletters, web resources, and social media.
- Coordinate voucher, invoice, and registration processes with mobile pumpout companies.
- The goals of these videos are to decrease staff time and travel expenses to reach boaters, and increase number of boaters reached.
- Performance evaluation will be measured by number of boaters who complete the class, number of vouchers redeemed, number of new contracts with mobile pumpout companies, and gallons of sewage pumped.

#### **4. Boating Events**

*Promote sustainable boating practices, such as proper management of vessel sewage, at public boating events.*

- Conduct outreach at 10 boating events throughout the year including, but subject to change: Sunroad Boat Show (Jan 23-26), Newport Beach Boat Show (April 3-6), Marina Fest (May), Sea Fair (May), Dana Point Boat Show (June), and Santa Barbara Harbor and Seafood Festival (October), Santa Monica City Festival (June), Fiesta Hermosa (May), Manhattan Beach Hometown Fair (October), and Torrance Environmental Day (June).
- Participate in marina and yacht club events and offer presentations and technical assistance throughout the year, as needed.
- Coordinate Coastal Cleanup Day in Marina del Rey, where vessel sewage and other boating related pollution issues will be highlighted.
- Subject to grant manager approval and availability of travel funds, attend at least two marine related conferences and trade shows (e.g., SOBA, and MRA, CA Association of Harbor Masters & Port Captains conferences).
- Coordinate volunteers to conduct face-to-face outreach at boat shows and other events.
- Develop an interactive booth space to attract boaters in addition to use of Boater Kits. Interactivity, subject to change, will include demonstrations, boater activity participation, Boater Guide app display kiosk, and more.
- Produce materials to acquire event sponsorship (i.e. coupons, flyers, signs, etc.).

#### **5. California Clean Boating Network & Changing Tide Newsletter**

*Coordinate with statewide CCBN partners to promote information exchange of new programs and ideas.*

The CCBN consists of three chapters: Northern, Delta, and Southern California chapters. The Northern California chapter is managed by the Division of Boating and Waterways Statewide Boater Program and California Coastal Commission's Clean and Green Campaign. The Delta chapter is managed by Contra Costa County. Each chapter hosts networking events, in their



region, to discuss issues related to boating and maintaining clean waterways. All three chapters contribute Changing Tide articles for their 2-page sections and co-author cover articles.

Newsletters are published three times per year, typically in spring, summer, and winter. The planning of each issue includes one conference call to plan the timeline, choose articles, and discuss other production details. TBF is the lead editor and graphic designer. Research, writing, and graphic design take up about 40 hours of staff time per issue and consulting services for graphic design. On average, 5,700 newsletters are printed: 500 are purchased and distributed by Contra Costa County, 2,700 are purchased and distributed by Division of Boating and Waterways Statewide Boater Education Program, and 2,500 are purchased and distributed by The Bay Foundation. CVA funds pays for 68% of total cost.

- Collaborate with CCBN partners to produce three issues of the Changing Tide newsletter.
- Send staff to Northern California and Delta CCBN meetings, as needed.
- Print approximately 5,700 newsletters per issue, subject to change based on varying number of subscribers.
- Distribute newsletters to marinas, yacht clubs, boating organizations, and marine businesses in San Diego, Orange, Los Angeles, Ventura, and Santa Barbara Counties.

## **6. Outreach Materials**

*Create outreach materials to promote sustainable boating practices, such as proper management of vessel sewage, and a performance evaluation tool to measure program success.*

### **6A. Southern California Boater's Guide, 4<sup>th</sup> Edition and Phase III**

- Distribute and promote the Southern California Boater's Guide, 4<sup>th</sup> Edition.
- Continue to update the e-book, which includes developing short sewage related videos (10-20 seconds in length), updating design and photo images, and revising content such harbor information, telephone numbers, websites, boating laws, statistics, etc.
- Develop mobile phone application for the Smart Boater's Guide. This mobile phone application will include maps from the Boaters Guide, searchable list of mobile pumpouts and other environmental amenities, and real time, user-based comments on environmental amenities such as logging broken pumpouts.

### **6B. Clean Boating Interactive Booth Space**

- Produce an interactive booth space to draw boaters to the booth and give boaters an experience they can remember. The experience based outreach tool will eventually replace the boater packets, thus decreasing material waste and printing expenses. Interactivity, subject to change, will include demonstrations, boater activity participation, Boater Guide app display kiosk, and more. Final ideas will be developed with input by Division of Boating and Waterways Statewide CVA partners and will require final approval by the grant manager.

### **6C. Boater Packets**

- Coordinate fulfillment of boater packets.
- Distribute outreach materials to boaters and volunteers.
- Administer a performance evaluation tool (i.e. clean boating pledge and survey).



**6D. Tidebooks**

- Produce 4,000 tidebooks for Southern California
- Update environmental facilities in Tidebook (i.e. individual maps of Southern California harbors from Punta Morro to Morro Bay, locations of sewage pumpout stations and other environmental facilities, and clean boating information).
- Distribute tidebooks at boating events, presentations, boating supply stores, etc.