



July 2012

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** we want to **welcome** you to your 2012 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**

All Dockwalkers volunteering at boat shows and other boating events will receive free passes.

#### **Southern CA**

- **August 4<sup>th</sup>** – Mariner's Bay Marina Honey Pot Day Event, Marina del Rey
- **August 4<sup>th</sup>** – Holiday Harbor FEAR (*feed everyone after race*) Regatta
- **August 11<sup>th</sup>** – California Yacht Marina Cabrillo BBQ, San Pedro
- **August 11<sup>th</sup>** – Marina del Rey Marina BBQ, Marina del Rey
- **August 18<sup>th</sup>** – Villa del Mar Marina Event, Marina del Rey
- **September 15<sup>th</sup>** - Coastal Cleanup Day kayak and dive clean up site, Marina del Rey

To participate in these events, please contact: Victoria Ippolito at (213) 570-2271/  
[vippolito@waterboards.ca.gov](mailto:vippolito@waterboards.ca.gov)

#### **Northern CA**

- **August 18<sup>th</sup>** – Sequoia Yacht Club dinner event
- **August 24<sup>th</sup>** – Ballena Bay yacht Club dinner event
- **September 15<sup>th</sup>** - Coastal Cleanup Day at several yacht clubs in CA

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

## Tracking your Outreach Efforts – New tools for you!

In attempting to assess how to make this program more valuable in the future, 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 material you distribute. In order to help you in this process, 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 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 2012 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!

## Some Events Attended or Organized by Dockwalkers

**Save Our Shores (Central California)** conducted a Dockwalker event in Monterey harbor on May 5<sup>th</sup>. Future events will be held in Moss Landing Harbor on August 18<sup>th</sup> from 9am-1pm

**Peter W. Kyryl II (USCG Auxiliary, Santa Cruz County)** participated in a clean and safe boating event organized by West Marine National on May 19<sup>th</sup> as part of Safe Boating Week.

**Joaquin Duran (San Jose, USCG Auxiliary)** Joaquin and his Flotilla members have participated in several events including West Marine event in Saratoga (May 14), South Bay yacht Club event (May 30), and Alviso Marina and Anderson Lake in Morgan Hill (June 10).

**Jodi Gonzalez, Kelsey Coggins and West Marine Bayside staff (Orange County)**. Jodi and her staff organized some dock walking events at their Bayside West Marine in Newport Beach. The events involved talking to boaters about clean and safe boating practices and distributing the boater kits. Jodi and Kelsey will conduct other Dockwalking events at the launch ramp in Newport Beach in partnership with the US Coast Guard Auxiliary while they are doing free safety inspections at the launch ramp.

**Vern Torres (USCG Auxiliary, San Diego County)** has distributed 20 boater kits at several marinas in San Diego including Sea World Marina, Kona Kai, Bay Club Marina, Cabrillo Isle Marina. Vern has been combining the Dockwalker efforts with his Vessel Examinations. Vern will be conducting more vessel examinations and Dockwalking efforts during the following events: July 14<sup>th</sup>

Marina Village Marina; July 28th Seaforth Marina; August 11th Cabrillo Isle Marina; September 8th Marina Village Marina; September 15th Sea World Marina.

**Robert L. Liu (USCG Auxiliary, Marin County)** has been visiting several marinas including San Francisco marinas and distributing boater kits.

**Randy Wesson (USCG Auxiliary, San Diego County).** Randy and his colleagues have been combining Dockwalking with Vessel Safety Checks at Ski Beach in San Diego on Memorial Day weekend, and at Harbor Island West Marina, San Diego.

**Kathy OBrien (Sun Harbor Marina-San Diego, Marina Operator).** Combined National Marina Day combined with Get OutDoors Day on May 5<sup>th</sup>. The marina will continue during summer with some events including July 7th Marina Swap Meet, August 19th National Potato Day.

**Jim Minkel (USCG Auxiliary).** Jim and his Vallejo Flotilla 51 colleagues will be participating and offering Vessel Safety Checks at the Wine, Art & Jazz Festival at Glen Cove Marina in Vallejo on July 21st, and at the Chevron Boating Club at the Rod & Gun Club in Richmond on July 28th.

**Lake Berryessa Partnership and Rio Vista Boater Outreach Program (Solano County).** As of July 3rd – Lake Berryessa Partnership has distributed 135 boater kits at Lake Berryessa and 51 in Rio Vista.



**Sun Harbor Marina Event on May 5th**



**Deborah Barten** (Rio Vista Boater Outreach Program) in Rio Vista



**Boaters participating at the annual Kono Tayee Property Owners Association BBQ in Clear Lake**

**Bob Sullivan (Kono Tayee Property Owners Association and Lake county mussel inspector – Lake County).** Bob attended the annual start of the boating season BBQ organized by Kono Tayee Property Owners Association . During this event, Bob talked to 40 boaters

## Some 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 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](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 2012 Boater Questionnaires

- ✓ Remember, our target audience are 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 2012 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 2012 Surveys are:
  - Q9= Fine up to \$2,200
  - 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 (for Southern CA boaters) is a very important item for the Southern CA boater kits. 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@waterboards.ca.gov](mailto:vippolito@waterboards.ca.gov)/(213) 620-2271.
- ✓ 2012 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 **2012 Dockwalker contest**.

Do not forget to visit the Dockwalker website at [www.BoatingCleanandGreen.com](http://www.BoatingCleanandGreen.com) (Click on the Dockwalker program link)



STEWARDS OF SAN MONICA BAY

