



March 2012

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** 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 **MARCH**

March 7 – 11 Fred Hall Fishing and Tackle Show, Long Beach

March 22 - 25 Fred Hall Fishing and Tackle Show, Del Mar

MAY

May 19 – 20 Marina Fest, Marina del Rey

May 20 King Harbor Sea Fair, Redondo Beach

May 31- June 3 Dana Point Harbor Boat Show, Dana Point

To participate in these events, contact: Victoria Ippolito (213) 620-2271/vippolito@waterboards.ca.gov

Northern CA **MARCH**

March 9 -11 Sacramento Boat Show

APRIL

April 12 – 15 Pacific Powerboat Expo and the Strictly Sail Pacific Boat Show – Jack London Square

MAY

May 19

South Bay Opening Day

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

Volunteer Dockwalkers at Work

Please send us a summary of the events you have participated with photos so we can share this information with other Dockwalkers! **Thanks for helping us spread the word and conducting face-to-face boater education.**

The New 2012 Boater Kits!

We are very pleased and excited to announce that our 2012 Boater kits have been extremely well received by volunteers and boaters (www.coastal.ca.gov/ccbn/images/boaterkit-2012.jpg)
In the true spirit of our pollution prevention efforts we developed environmentally responsible boater kits. All the materials included in the kits are made from non- or low-toxic materials and are printed on recycled paper with soy based inks.

If you want to order either 18 or 36 kits please contact:

- Northern CA - Vivian Matuk (415) 904-6905/vmatuk@coastal.ca.gov
- Southern CA – Victoria Ippolito (213) 620 – 2271/vippolito@waterboards.ca.gov

Once you return completed 2012 Questionnaires to us, you can order more boater kits while resources are available!

Honoring your Help, Support and Hard Work

Since 2002, we have been honoring the most active Dockwalkers. In 2011, your help and support were amazing and we were able to honor the top **20 most active Dockwalkers**
<http://www.coastal.ca.gov/ccbn/halloffame.html> Hopefully this year you are one of them!

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 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/(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**.

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>

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