



May 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 (funded by 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

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, please contact: Victoria Ippolito at (213) 620-2271/
vippolito@waterboards.ca.gov

Northern CA

May 19

South Bay Opening Day

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

NEW Dockwalker calendar

This [calendar](#) will show you some great Dockwalking opportunities. Southern California events are identified with **. Contact Vivian Matuk at vmatuk@coastal.ca.gov or (415) 904-6905 if you want to add an event to this calendar or if you want to participate in any of the Northern California events.

Please contact Victoria Ippolito at vippolito@waterboards.ca.gov if you want to participate in any of the Southern California events.

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!

Los Angeles Boat Show (February 2-12, 2012). This boat show allowed us to talk to over 100 people about clean boating practices. We also distributed 69 boater kits and 6 *Southern California Boater Guides*.

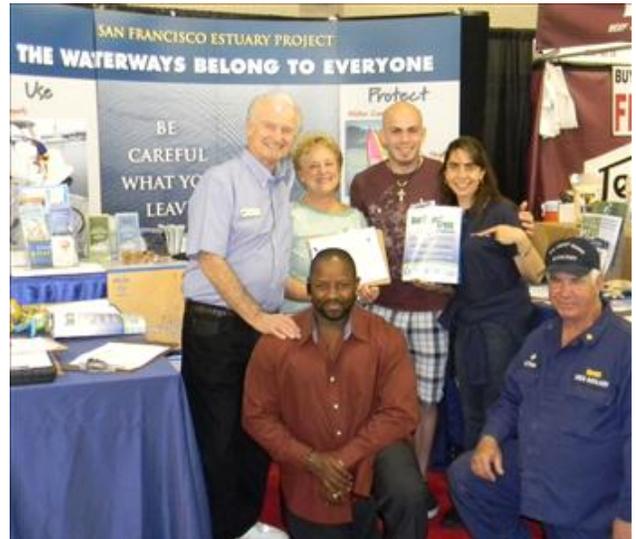
Thanks to: Mel Widawski, Robert Sebring, Richard Daybell, the Santa Monica Bay Restoration Foundation, California Department of Boating and Waterways (DBW) and DBW's Clean Vessel Act Program.

Fred Hall Long Beach Boat Show (March 7-11, 2012). This boat show allowed us to talk to over 200 people about clean boating practices. We also distributed 134 boater kits and 13 *Southern California Boater Guides*.

Thanks to: Alexander Garabedian, Tyler Beck, Olga Govdyak, Louis Baskin, Doris Telles, Robert Sebring, the Santa Monica Bay Restoration Foundation, California Department of Boating and Waterways (DBW) and DBW's Clean Vessel Act Program.

Sacramento Boat Show (March 9 -11, 2012).

We talked to 236 boaters about clean and safe boating practices. We distributed 167 boater kits and 69 additional oil absorbent pillows, maps and brochures. Thanks to: Jim Goff, Tommy Holtzman, Jim Haussener, Linda Gordon, Gary Gordon, Thornell Washington, Jerry Huff, Bob Riopel, Ed Padilla, Lars Anderson, California Department of Boating and Waterways and California Coastal Commission's Boating Clean and Green, Keep the Delta Clean Program and Department of Boating and Waterways (DBW) Clean Vessel Act Program and the San Francisco Estuary Partnership (SFEP) staff. Thanks to DBW's Clean Vessel Act Program and the San Francisco Estuary Partnership for hosting us!



2012 Sacramento Boat Show. Back row, from left to right: Linda and Gary Gordon, James Muller (SFEP), Vivian Matuk (DBW/CCC). Front row: Thornell Washington (Septic Brothers Marine Pumpout Service) and Tommy Holtzman (USCG Auxiliary)

Fred Hall Long Beach Boat Show (March 7-11, 2012). This boat show allowed us to talk to over 100 people about clean boating practices. We also distributed 61 boater kits.

Thanks to: Mark Omel, Christopher Staffield, Dan Murray, Angelique Murray, Kathey O'Brien, the Santa Monica Bay Restoration Foundation, California Department of Boating and Waterways (DBW) and DBW's Clean Vessel Act Program.

Pacific Powerboat Expo and the Strictly Sail Pacific (April 13 – 15, 2012). We talked to 350 boaters about clean and safe boating practices. We distributed 150 boater kits and 389 additional SF Bay and 200 Delta Clean Boating maps and educational materials. Thanks to: Tommy Holtzman, Doug Hipsley, Jim Goff, Fred Goodwin, Maggie Sabovich, Brock de Lappe, Larry White, Mike Sligh, Gail Giacomini, Mary Ann Paulazzo, James Matthies California Department of Boating and Waterways and California Coastal Commission's Boating Clean and Green, Keep the Delta Clean Program and Department of Boating and Waterways (DBW) Clean Vessel Act Program and the San Francisco Estuary Partnership staff. Thanks to DBW's Clean Vessel Act Program and the San Francisco Estuary Partnership for hosting us

Events Attended or Organized by Dockwalkers

May 5th, Sun Harbor Marina. Kathy OBrien (Sun Harbor Marina, Marina Operator) conducted and early National Marina Day, Get Outdoors Day and Cinco De Mayo celebration.

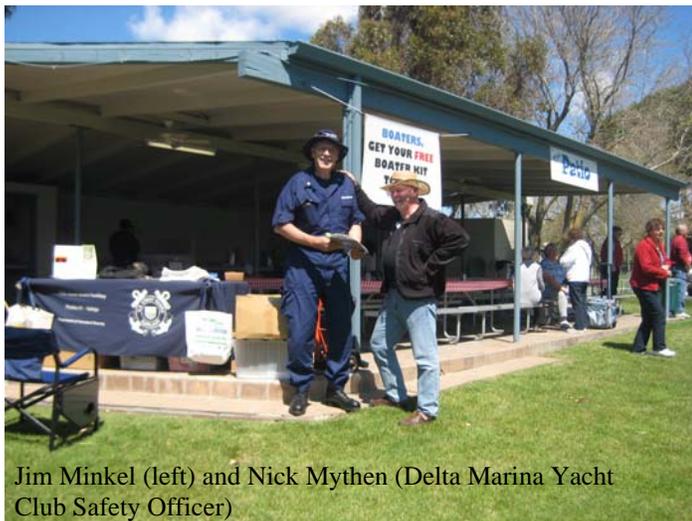
Dick Daybell (United States Power Squadron, Southern California) has conducted face-to-face boater education and distributed boater kits at several events including USPS Safety Classes at Shoreline Yacht Club and the USPS district 13 conference in Ventura. Dick also participated at the national USPS convention in Jacksonville, Florida. He also participated in the SWAP event at the Sunset Aquatic Center in Huntington Beach on May 5th and a Safe Boating event at the West Marine Store in Long Beach

Save Our Shores (Central California) conducted a Dockwalker event in Monterey harbor on May 5th.

Kim Armstrong (USCG Auxiliary, Orange County) Kim has been combining vessel examinations with Dockwalking. Kim also gave an overview of the Dockwalker program at her USCG Auxiliary Flotilla 5-12 member training event on March 27th. On March 30, Kim provided an overview of rules and regulations and clean boating during the Sailing and Seamanship Training.

Ray David (Morro Bay US Coast Guard Auxiliary). Ray has been combining vessel examinations with Dockwalking at the launch ramp. Ray is also planning to teach an ABC boating class and incorporate Dockwalking messages and the video "our Playground, Their World."

Craig Johnson and Tony Budlong (Monterey US Coast Guard Auxiliary). Craig and Tony participated in an Earth Day event on the 19th of April at the Naval Postgraduate School (NPS) in Monterey. Craig and Tony are also combining their vessel examination efforts with Dockwalking activities.



Jim Minkel (left) and Nick Mythen (Delta Marina Yacht Club Safety Officer)

Jim Minkel (USCG Auxiliary) Jim and his USCG Auxiliary members participated in the Delta Marina Yacht Club Safety Day in Rio Vista on Saturday, 4/14/12. During the same date other USCG Auxiliary Members of Vallejo Flotilla 51 conducted 17 Vessel Safety Checks. A lovely day on the Delta!



Joaquin Duran at Alviso Marina

Joaquin Duran (San Jose, USCG Auxiliary) Joaquin and his Flotilla members are combining Vessel safety check in Anderson Lake in Morgan Hill with Dockwalking activities.

On May 12th, **USCG Auxiliary Jim Smeal** organized Safe Boating Expo at the USCG station Channel Islands in Oxnard.

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**.

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



bay restoration commission
STEWARDS OF SAN-TA MONICA BAY

