

CALIFORNIA STATE PARKS DIVISION OF BOATING AND WATERWAYS

Quagga and Zebra Mussel Infestation Prevention Grant Program (QZ Grant Program)

April 4, 2019

www.dbw.parks.ca.gov/QZGrant
QZGrant@parks.ca.gov



INTRODUCTIONS

▶ Introductions

- ▶ Division of Boating and Waterways (DBW) QZ Grant Team:
 - ▶ Cara Roderick, Sr Environmental Scientist (Supervisory);
 - ▶ Leticia Padilla, Environmental Scientist; and
 - ▶ Joan Fine, Associate Park and Recreation Specialist (APRS)
- ▶ DBW: Outreach and Education: Joleane King, APRS
- ▶ DBW: Joanna Andrade, Associate Governmental Program Analyst, OLGA assistance
- ▶ CA Dept of Fish and Wildlife: (CDFW): Elizabeth Brusati, Sr Environmental Scientist (Specialist)



OUTLINE

▶ Part A: Program Overview Presentation

- ▶ Lead by: Cara Roderick; Outreach by Joleane King
 - ▶ Program Authority
 - ▶ Eligibility
 - ▶ Tier 1 vs Tier 2 and examples
 - ▶ Highlights for 18/19
 - ▶ Timeline
 - ▶ Q/A
 - ▶ Outreach – Lead by Joleane King

▶ Part B: OLGA Application

- ▶ Lead by: Joanna Andrade and Leticia Padilla



PROGRAM AUTHORITY

- ▶ Harbors and Navigation Code, Section 675, et seq.
 - ▶ Funding source
 - ▶ \$3.75 million available for the 18/19 QZ Grant Cycle
- ▶ Fish and Game Code, Section 2302
- ▶ California Code of Regulations Title 14, Section 5200.5 et seq. and Section 5300 et seq.
- ▶ 18/19 QZ Guidelines



2018/19 GRANT ELIGIBILITY

1. Applicant is an owner or manager, of any aspect of the water, in a reservoir
 - ▶ Documentation required
 - ▶ Resolution or Letter of Approval
2. Reservoir is open to the public for recreation
3. Un-infested reservoir
 - ▶ Monitoring Data no older than March 2018, based on the CDFW monitoring protocols



2018/19 GRANT ELIGIBILITY (CONT.)

Eligible Applicants

- ▶ Cities
- ▶ State
- ▶ Federal
- ▶ Counties
- ▶ Districts
- ▶ Federally Recognized Native American Tribes
- ▶ Non-Profit 501(c)(3)



PAST GRANTEES

▶ Since 2014:

▶ Total Funded Projects:
56

▶ Total Awarded Amount:
Approximately \$11M



TIER 1 VS TIER 2

Tier 1 – Planning/Assessment Projects

- ▶ Preparation or improvement of a Prevention Plan
- ▶ \$200,000 max funding available

Tier 2 – Implementation Projects

- ▶ Must have a CDFW-accepted Prevention Plan to qualify
- ▶ Projects that implement the Prevention Program/Plan
- ▶ \$400,000 max funding available



TIER 2 - NEED CDFW LETTER

CDFW Mussel Prevention Plan Review

- ▶ Required by regulations effective 2016
- ▶ Need a letter from CDFW even if you have an older Prevention Plan
- ▶ Submit Plan to CDFW Regional Scientist
- ▶ Comments returned
- ▶ Resubmit plan
- ▶ CDFW sends acceptance letter
- ▶ Don't delay! Letter required by May 10th for Implementation Project applicants



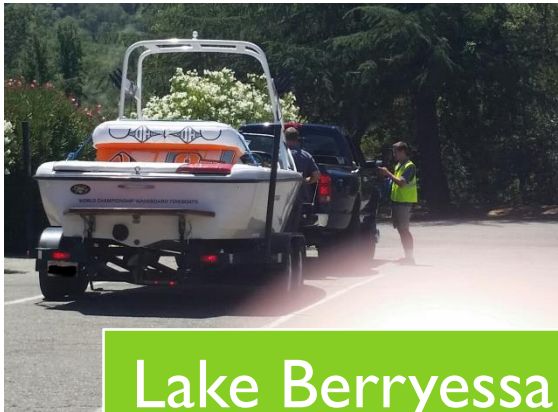
TIER 2 - IMPLEMENTATION PROJECT PROPOSALS

Project Examples – See Guidelines, page 10

- ▶ Wash down lanes
- ▶ Installation of ramp entrance mechanical arms
- ▶ Cleaning/decontamination
- ▶ Staging/holding area
- ▶ Staffing (including overtime)
- ▶ Post/board signage
- ▶ Early-detection mussel monitoring
- ▶ Outreach



PAST FUNDED TIER 2 PROJECTS



Lake Berryessa



Clear Lake



Camanche Lake



NON-REIMBURSABLE COSTS/ITEMS

See Guidelines, page 10 -11

- ▶ Costs incurred outside of the terms of the Grant Agreement
- ▶ Overhead costs which would otherwise be ongoing monthly costs (i.e. utilities, electricity, telephone, water, and fuel)
- ▶ Personnel leave time (sick leave/vacation)
- ▶ Personnel time spent enforcing the state or a local mussel sticker
- ▶ Incentives for outreach
- ▶ Purchase of equipment not related to the project
- ▶ Establishing a reserve fund
- ▶ Payments of Principal or interest of existing indebtedness



REQUIREMENTS FOR TIER 1 & 2 PROJECTS IF AWARDED

See Guidelines, page 11-12

- ▶ The line item and task budgets and the Scope of Work must remain consistent
- ▶ Early-detection mussel monitoring data (with the application) and with the annual report, and with the draft final report
- ▶ Quarterly Progress Reports and invoicing, annual report, project summary, draft final/final report, final project certification



ADDITIONAL REQUIREMENTS TIER 2 PROJECTS IF AWARDED

See Guidelines, page 12

- ▶ Construct a Survey Plan and a Survey and disseminate to the waterway users (template provided).
- ▶ Participate in at least three community outreach events
- ▶ Post funding signage within first year of the grant
- ▶ If applicable: Provide data from ramp monitor contacts for inspection/decon activities
- ▶ If applicable: Provide copies of final CEQA/NEPA documentation



PROPOSAL LIMITATIONS

- ▶ Only one Project per application (either Tier 1 or a Tier 2 Project)
- ▶ Can include up to two reservoirs in one Project but they must be the same Project
 - ▶ ex: if the Project is for a Tier 2 Implementation Project involving watercraft inspections, then this Project needs to be the same at both reservoirs.
- ▶ Can submit more than one application; if so, must prioritize in the On-Line Grant Application (OLGA) system



PROJECT SELECTION CRITERIA

Scoring and Ranking

- ▶ Description of reservoir area and activities
- ▶ Project technical feasibility
- ▶ Past and Current Project coordination
- ▶ Project goals, tasks deadlines
- ▶ Demonstrate likely success within the two year Grant Term



HIGHER PRIORITY FUNDING PROJECTS

- ▶ Reservoirs with higher risk of infestation
- ▶ Coordinates with multiple agencies and/or entities on a regional scale
- ▶ Application demonstrates the unique economic, ecological, recreational impacts to rural and urban reservoirs and is incorporated into the Prevention Plan.



GUIDELINE HIGHLIGHTS FOR 18/19

- ▶ HNC Section 676.1, widening eligibility
- ▶ Letter from CDFW for Tier 2 Projects
- ▶ Must prioritize if submitting more than one application
- ▶ Specification for early-detection mussel monitoring data
- ▶ Definition of Equipment is included
- ▶ Staffing revision: OT/benefits included, but still no leave time
- ▶ Post funding signage within first year of the grant term
- ▶ Requests for line item adjustments or amendments within 1st year, and only once
- ▶ List materials/supplies
- ▶ Fed agency advance stipulation



SUBMIT COMPLETE APPLICATION

Complete Application Package Contains:

- ▶ Completed Application Form
- ▶ Owner/manager documentation
- ▶ Resolution or Letter of Approval
- ▶ Narratives for Project Description and Scope of Work
- ▶ Maps and/or Facility Design
- ▶ Line Item and Task Budgets
- ▶ Environmental Clearance Checklist (CEQA) with pertinent docs, if applicable
- ▶ CDFW-accepted Prevention Plan with letter, if applying for a Tier 2 Project
- ▶ Permits must be at least in the process, if applying for a Tier 2 Project
- ▶ Local Ordinances, if applicable



RECOMMENDATIONS

- ▶ Obtain QZ Grant information, including the 18/19 Grant Guidelines at: www.dbw.ca.gov/QZGrant
- ▶ Start the process early
- ▶ Review the completed application package to ensure that all the required documents are attached before the deadline.



TIMELINE

- ▶ OLGA opened for Application Submission: April 2, 2019
- ▶ Webinar: April 4, 2019
- ▶ Project applications and required documents: Due no later than May 10, 2019, by 5 p.m. PDT
- ▶ Notification of award decision: August 2019
- ▶ Grant Approved/Encumbered (start date): October 2019
- ▶ Grant Expiration/Project Completion: October 2021



CONTACT INFORMATION

DBW's QZ Grant Program

- ▶ QZGrant@parks.ca.gov;
- ▶ www.dbw.parks.ca.gov/QZGrant
- ▶ 888-326-2822



CDFW Invasive Species Program

- ▶ Invasives@wildlife.ca.gov;
- ▶ Regional Staff contact list:
<https://nrm.dfg.ca.gov/FileHandler.ashx?DocumentID=4955&inline>
- ▶ 866-440-9530



QZ EDUCATION AND OUTREACH TIER 2 GRANTS

California State Parks
Division of Boating & Waterways



EDUCATION & OUTREACH

REQUIREMENTS for TIER 2 GRANTS

- ▶ Use a survey and survey plan to understand and demonstrate prior public knowledge of QZ infestation/prevention
- ▶ Inform reservoir visitors of the need for QZ infestation prevention
- ▶ Educate boaters about the role they play in prevention such as Clean Drain and Dry

EDUCATION & OUTREACH

SURVEY PLAN

- Use the DBW Survey Template found online
- Determine your target audience
- Select the survey vehicle
 - ✓ Printed surveys for event outreach
 - ✓ Survey Monkey
 - ✓ Email lists
 - ✓ Mail / Telephone
- Set survey and outreach timeline and assemble/create outreach materials
- Conduct the survey
- Collect results and create report to show existing public QZ prevention knowledge

Quagga and Zebra Mussel Prevention Survey
We are conducting a short survey on quagga and zebra mussel prevention for **Insert Reservoir**.
Name . You can help us by answering the following questions. This is only a survey; we are not trying to sell you anything.

1. What is your age? Please circle one.
Under 18 18-21 22-24 25-34 35-54 55+
2. Which of the following have you used or been on in the past 12 months? Please circle all that apply.
Powerboat/Motorboat
Canoe or Kayak
Personal Watercraft (PWC)
Sailboat
Raft
Paddleboard
3. Do you know about the California quagga and zebra mussel boater fee "sticker" grant funding program for prevention efforts? Please circle one.
Yes No
4. How would you rate your knowledge on quagga and zebra freshwater mussels? Please circle the number that corresponds to your knowledge on the subject:
1 None 2 Below average 3 Average 4 Above average 5 High

EDUCATION & OUTREACH

IMPLEMENTATION

- ▶ Using survey results, plan outreach to inform and educate target audience about QZ infestation prevention and,
- ▶ Educate boaters about the roles they play in prevention such as “Clean, Drain Dry”
 - ▶ Develop a project that can be measured and replicated
 - ▶ Use proven materials and messages, such as those developed by DBW
 - ▶ Demonstrate project impact and increased public knowledge

EXAMPLE: DBW Pilot Program QZ Mussel Quiz

GOAL

Produce an efficient, cost-effective and measurable program that could be replicated at other water bodies

TARGET AREA

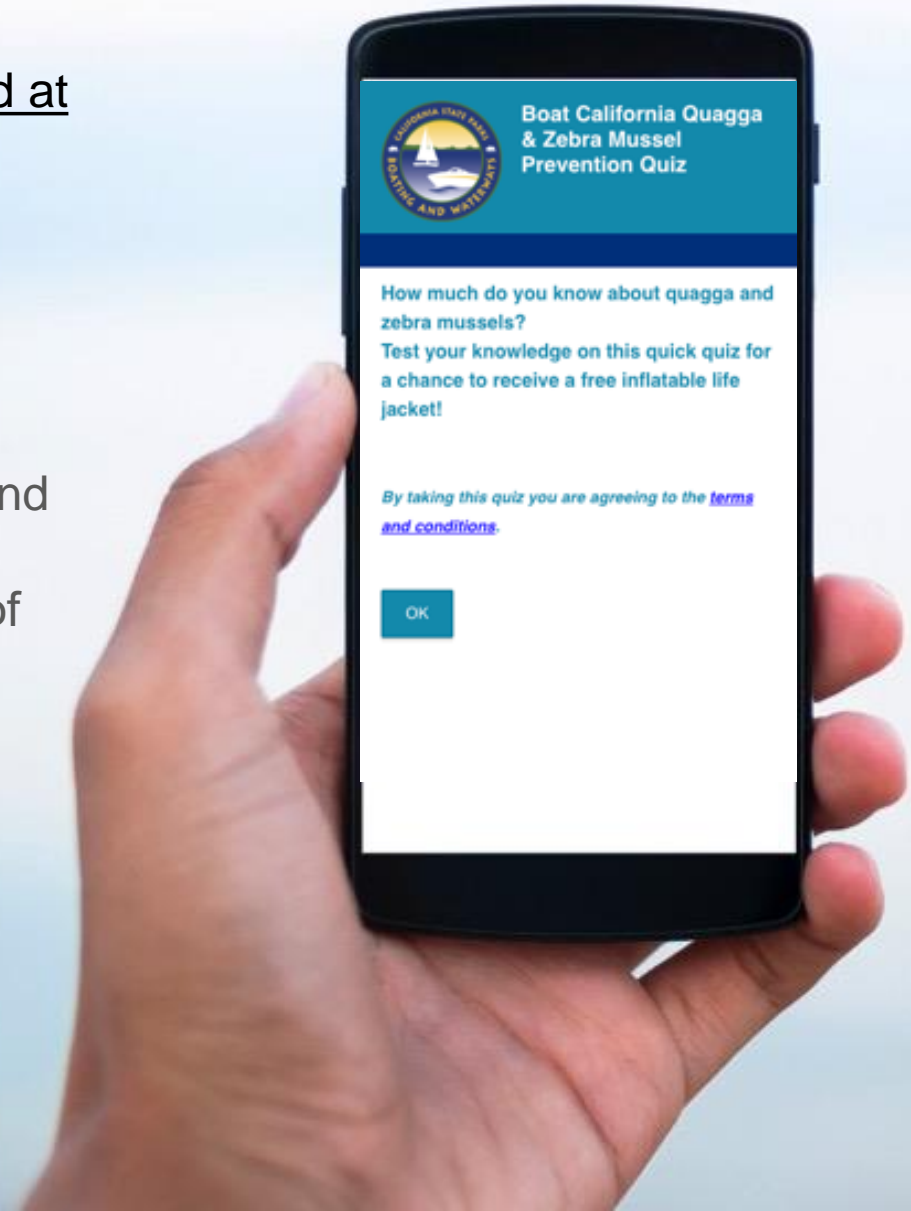
Lake Perris SRA

METHODOLOGY

Develop signage, digital ads, social media and launch ramp handouts to drive boaters to an online “QZ Mussel Quiz” to test knowledge of QZ mussel prevention

USE OF INCENTIVES

Included random life jacket rewards
(Grant funds may not be used.)



Eight Week QZ Mussel Quiz Implementation

Signage and handouts at Lake Perris promoted the quiz as well.

Digital and social media targeted area boaters, directing them to take the quiz within the eight week program window.




Think you know how to:

Clean. Drain. Dry?



Take the quiz for a chance to receive an inflatable life jacket!

BoatCalifornia.com/QZquiz



regulations are heavily enforced at Lake Perris, please make yourself familiar with them:

- You must observe all posted orders and Navigation Laws.
- You must be 15 years of age to operate a motorboat on the lake, when accompanied by an adult.
- Children 12 years and under must wear a life jacket while on board a vessel.
- No alcohol consumption on the shore and buoy lines is prohibited.
- Maximum speed limit is 25 MPH.
- No travel is counter-clockwise around the lake.
- No idling restricted visibility the speed limit and all vessels must have navigational lights.
- PWC operation - 350s, 180s and other are prohibited.
- No stay out of swim zones.
- All vessels must have an observer and flag (red/orange).
- Observer must be at least 12 years of age.
- 5 MPH zones are non-directional.
- Riding on the bow, gunwale, or transom is prohibited.
- Shoreline fueling is not permitted.
- PWC operation is prohibited between sunset and sunrise.
- PWC towing on three passenger models only.

PILOT PROGRAM SAMPLE BUDGET

Media Buy (Eight weeks)	\$27,500
Targeted digital and social campaign	
Ad Agency Staffing	\$10,000
Four months of campaign management, design, media planning, execution and reporting	
Signage & Flyer Production	\$2,100
Survey Monkey Software	\$400
One year usage fees	
TOTAL	\$40,000
 <i>Life Jacket Quiz Incentives</i>	 \$3,000
<i>(Not covered by grant funds)</i>	

QZ QUIZ PILOT PROGRAM RESULTS

Media Impressions

- ▶ 5.2 million views by Lake Perris boaters / visitors
- ▶ 53,797 clicks to quiz

Quiz Results

- ▶ 4,164 quiz responses
 - ✓ 2,622 passed
 - ✓ 757 failed
 - ✓ 775 incompletes

Quiz Comments

- ▶ Overwhelmingly positive



Boat California
Sponsored · 🌐

Take a short quagga and zebra mussel quiz for a chance to receive an inflatable life jacket!

surveymonkey.com
Keep Lake Perris Clean [LEARN MORE](#)
Web survey powered by Survey...

👍 😍 🤯 242 56 Comments 36 Shares

PILOT PROGRAM POST QUIZ SURVEY

- **2,022 Quiz takers provided their email addresses**
- **354 Post Quiz survey replies received**
- **81% Of respondents said QZ Quiz was informative and they learned new information**
- **40% of boaters who had not previously cleaned/drained/dried their boats to prevent QZ spread said they would now do so after taking the quiz!**

WHAT'S IN IT FOR GRANTEES?

Pilot Project detailed notes, graphics and media buying information will be available to you online and from:

Joleane King, DBW Media Specialist

Joleane.King@parks.ca.gov

1.916.327.1829

