

California Boating Clean and Green Program
Division of Boating and Waterways (DBW)
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Boating Clean and Green Program (BC&GP)

www.BoatingCleanandGreen.com

Program Manager

Vivian Matuk, Environmental Boating Program Manager

The program is with Interpretation and Education Division. Shared program with the California Coastal Commission

Funding

Harbors and Watercraft Revolving Fund. Current Program budget: \$125,000 (no including staffing costs)

California Coastal Commission Contribution: \$30,000

The California Boating Clean and Green Program supports DBW's mission of providing safe and convenient public access to California's waterways and leadership in promoting safe, enjoyable and environmentally sound recreational boating.

The program serves approximately 8,000-10,000 boaters and water enthusiasts on an annual basis.

Some program activities and accomplishments for 2020/2021 include:

- Distributing 1,995 Clean Boater Kits in 2020 that are designed to provide boaters with knowledge and tools to reduce their environmental impact and include information on clean boating practices, as well as three pollution prevention tools: an oil only absorbent pillow, an oil absorbent sheet and a fuel bib. The kits are distributed by partner Dockwalkers and staff.
- Conducting 13 virtual Dockwalker trainings, training 226 partner Dockwalkers.
- Conducting one educational meeting about clean and safe boating practices and two oil spill prevention and response workshops for boating facilities, which altogether reached 244 boaters.
- Conducting five clean boating seminars and presentations, which altogether reached 250 boaters.
- Maintaining the California Fishing Line Recycling Program. The program received a mini-grant from the National Oceanic and Atmospheric Administration's Marine Debris Program and the National Marine Sanctuary Foundation to install 50 additional stations. Last year the program had 290 active stations. Due to management changes, facility closures, vandalization or removal of some stations, staff confirmed that 322 are being actively maintained (including the new 50 additional stations). Through this recycling program, 2,446 pounds of fishing line have been collected and properly recycled. Stretched out, this line would stretch from San Francisco to Río Puré National Park in Colombia!
- Despite COVID-19, the boating community demonstrated its commitment to keeping our shorelines and waterways clean. Twenty-six boating facilities and boating groups participated in the Coastal Cleanup month with 318 volunteers who and collected 3,643 pounds of trash and recyclables on land and from 29 vessels (kayaks, canoes, and dinghies).
- Conducting the statewide education tool: The Online Clean Boating Quiz. The Program implemented a six-week online quiz campaign. Digital advertising on Instagram and Facebook encouraged boaters to complete one question per week. Weekly quiz incentives included the California Clean Boater Kits for randomly selected participants. The established six-week goal for 2020 of 4,500 participants was exceeded in just three weeks. Total participation was 5,772 participants.
- Implementing a virtual outreach and education campaign to better engage with boaters. The Boating Education and Outreach Unit, the Boating Clean and Green Program and the Clean Vessel Act Program have been implementing a virtual outreach strategy. Eight short videos (1-2 minutes) promoting clean and safe boating practices have been shared via the Boating California social media platforms. These videos have garnered a collective 182,200 views on Facebook, Instagram and Twitter.
- Implementing the ReThink Disposable Program with six yacht clubs in the Bay Area Program. Program staff partnered with Clean Water Action in the implementation of ReThink Disposable Program with the purpose of reducing single-use disposables and food packaging from their operations. Some of the results of this project included the ability to reduce single-use disposables and food packaging at the participating clubs by 97%, and reducing trash hauling costs equaling an annual savings of \$2,800.
- Managing the DBW Clean Vessel Education and Outreach Program grantees.
- Serving as a statewide point of contact for clean boating education and technical assistance. A key facet of the BC&G is strengthening and enhancing partnerships with marinas and other marine businesses, boating associations, environmental nonprofit groups and government agencies.