

Appendix E

Interest Group Meetings

E. Interest Group Meetings

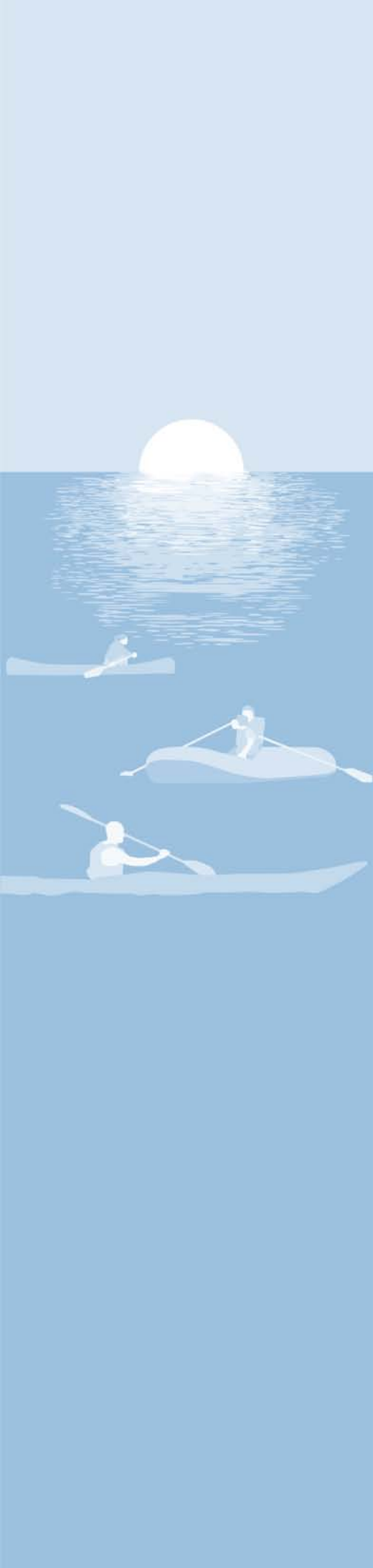
To obtain additional input from non-motorized boaters throughout the State, NewPoint Group held thirteen (13) interest group meetings during May, June, and July 2007. This appendix includes a description and list of the interest group meetings and the following:

- A sample announcement and flier (**Exhibit E.1** and **Exhibit E.2**)
- A sample PowerPoint presentation for the Save the American River Association, which focused on waterways in the Sacramento Basin, particularly the American River (**Exhibit E.3**).

NewPoint Group held many of the meetings as part of a boating club's existing monthly meeting, or a special meeting event. We held three meetings with a Board of Directors or Advisory Board. Finally, we conducted two meetings in a community and advertised to the general public. We selected the meetings in order to meet with a large number of experienced non-motorized boaters, for several different types of non-motorized boats, and in most of the State's ten regions.

NewPoint Group prepared an overview PowerPoint presentation for the meetings, and then customized each presentation to present results on waterways used and facility needs identified in the active-user survey for each region or type of non-motorized boat. Following the presentation, we asked attendees to identify waterways and specific facility needs or issues in the region. The responses of attendees are incorporated into Section 3: Waterways and Facility Needs for Non-Motorized Boating.

Table E.1, on the next page, identifies the thirteen meetings, locations, boat types, and number of attendees.



E. Interest Group Meetings

Table E.1
Non-Motorized Boating Interest Group Meetings in California (2007)

Region	Location	Organization	Boat Type(s)	Number of Attendees
1. North Coast	Eureka	Explore North Coast	Sea kayaks, surf kayaks, recreational kayaks	16
2. North Coast	Santa Rosa	Sequoia Paddlers	Canoes, kayaks, rafts	15
3. San Francisco Bay Area	San Francisco	Bay Area Sea Kayakers	Sea kayaks	75
4. San Francisco Bay Area	San Francisco	San Francisco Boardsailing Association (Board of Directors)	Sailboards, kiteboards	9
5. Central Coast	Avila Beach	Pale Kai Outrigger Club	Outrigger canoes	22
6. South Coast	Long Beach	California Kayak Friends	Kayaks, rafts, canoes	50
7. Northern Interior	Dunsmuir	Upper Sacramento River Exchange (general public)	Any	1
8. Sacramento Basin	Tahoe City	Lake Tahoe Water Trail Advisory Committee	Any	7
9. Sacramento Basin	Sacramento	Save the American River Association (Board of Directors)	Any (general waterway focus)	15
10. Sacramento Basin	Redding	Penguin Paddlers	Canoes, kayaks, rafts	35
11. Sacramento Basin	Sacramento	Whitewater kayakers (informal group)	Whitewater kayaks	4
12. Eastern Sierra	Mammoth Lakes	Mammoth Lakes Tourism and Recreation Department (general public)	Any	9
13. Southern Interior	San Jacinto	Valley Wide Kayak Club	Kayaks	35
Total				293

Exhibit E.1
Interest Group Meeting Sample Announcement (2007)

Non-Motorized Boating in California
California Department of Boating and Waterways
Interest Group Input Meeting

Thursday June 21, 2007
6 pm
Community Center

All interested non-motorized boaters (including canoeists, kayakers, rafters, and more) are invited to attend an interest group meeting to provide input to the California Department of Boating and Waterway's study of non-motorized boating in California. The purpose of the meeting is to present preliminary study results on non-motorized boating in California, and to obtain input from area boaters on non-motorized boating facility needs, access concerns, and other issues.

The California Department of Boating and Waterways (Cal Boating) is conducting its first ever study of non-motorized boating in California. Cal Boating is a State agency whose mission is to provide safe and convenient access to California's public waterways, and leadership in promoting the public's right to safe, enjoyable, and environmentally sound recreational boating. A major focus for Cal Boating is to provide grants and loans for boating facilities such as launch ramps and marinas. While Cal Boating has supported several non-motorized boating initiatives over the last few years, Cal Boating-funded facilities are typically directed toward motorized boating.

As non-motorized boating activities have become increasingly popular in California and elsewhere, Cal Boating is considering providing more support to this growing boating community. As a first step in further planning and potential support for non-motorized boating, Cal Boating seeks to understand how many non-motorized boaters there are in California, the boats they own, and where and why they boat.

The results of this study will be used to help the Department to (1) understand how many, and what types, of non-motorized boats there are in California, (2) understand how economically important non-motorized boating is to California, and (3) prioritize, justify, and plan future facilities to meet the needs of non-motorized boaters.

Relatively little is known either nationally, or within California, about non-motorized boats and boating, and we have been working to obtain non-motorized boaters' input. As part of the overall non-motorized boating study, we have conducted three surveys: (1) an "active-user" Internet survey of 1,500 non-motorized boaters; (2) a statewide random telephone survey of about 450 households that own non-motorized boats; and (3) a survey of over 100 commercial and institutional organizations that rent, provide instruction, or conduct guided trips. This input is important because those who boat regularly will have a better awareness of facility needs, and will have the best perspectives on how to improve non-motorized boating in California.

In addition to these surveys, we are providing non-motorized boaters throughout the State the opportunity to provide in-person suggestions and comments related to non-motorized boating issues. This meeting is one of about twelve meetings being held statewide with various boating groups.

The input that we obtain at these meetings will be incorporated into our study findings. The final results of this study will be available late this year at the Cal Boating web page, www.dbw.ca.gov. For additional information, please contact Wendy Pratt, of NewPoint Group, at 916-442-9227, or wendypratt@newpointgroup.com.

Exhibit E.2
Interest Group Meeting Sample Flier (2007)



Attention: Kayakers, Rafters, Canoeists (and others)

Provide your input on facilities and access issues to the first-ever study of Non-Motorized Boating in California conducted by the Department of Boating and Waterways.


Interest Group Input Meeting

Thursday June 14, 2007
7:00 – 8:30pm

At the River Center,
5819 Sacramento Ave, Dunsmuir

Hosted by the Upper Sacramento River Exchange



Questions? Please contact Wendy Pratt of NewPoint Group
(916) 442-9227 or wendypratt@newpointgroup.com



Non-Motorized Boating in California



Interest Group Input
Sacramento Basin Region

May/June 2007



Introduction

- Wendy Pratt, NewPoint Group
(916) 442-9227
wendypratt@newpointgroup.com
- Contractors to California Department of Boating and Waterways (Cal Boating)
www.dbw.ca.gov
- Mission of DBW is to provide safe and convenient access to California public waterways, and leadership in promoting the public's right to safe, enjoyable, environmentally sound recreational boating



Purpose and Scope of Cal Boating Study

- Year long study of non-motorized boating in California
 - Canoes, kayaks, inflatables, rowing boats, sailboards, kiteboards, small sailboats, and others
- Examination of number of boats and boaters, boat types, facilities, health and safety issues, applicable laws, history, economic impact, and recreational user-value
- Provide Cal Boating with a planning tool to help (1) justify, (2) identify, and (3) prioritize facility projects that could support non-motorized boating. Funding of these non-motorized boating facilities is outside the scope of this first-level planning exercise




Research Components

- Statewide and regional statistically significant random telephone survey of non-motorized boat owners
- Active-User Internet survey on Cal Boating web site
- Telephone and email survey of commercial and institutional entities involved in non-motorized boating
- Interviews with waterway managers of major California whitewater rivers
- Interviews with non-motorized boating experts
- Interest group meetings
- Extensive secondary literature and Internet research




Final Report

- Non-Motorized Boating in California
 - Non-motorized boats and boaters
 - Waterways and facility needs
 - Annual economic impacts
 - Recreational user-value
 - History and laws
 - Safety issues
 - Health benefits
- Final report available on Cal Boating web page late this year, www.dbw.ca.gov



Presentation Objectives

- Provide overview of results of Active-User Internet survey
- Hear your recommendations for improvements, additions, and/or potential new non-motorized boating facilities



Presentation Outline

- Project Background
- Active-User Internet Survey Preliminary Results
- Questions and Comments
 - Focus on Sacramento Basin Region




Ten State Regions

Coastal	Inland
1. North Coast	6. Northern Interior
2. San Francisco Bay Area	7. Sacramento Basin
3. Central Coast	8. Central Valley
4. South Coast	9. Eastern Sierra
5. San Diego	10. Southern Interior




Ten State Regions (continued)






Sacramento Basin Region




Trinity	Colusa
Shasta	Sutter
Tehema	Yuba
Plumas	Nevada
Glenn	Placer
Butte	Yolo
Sierra	Sacramento
Lake	El Dorado



Active-User Internet Survey

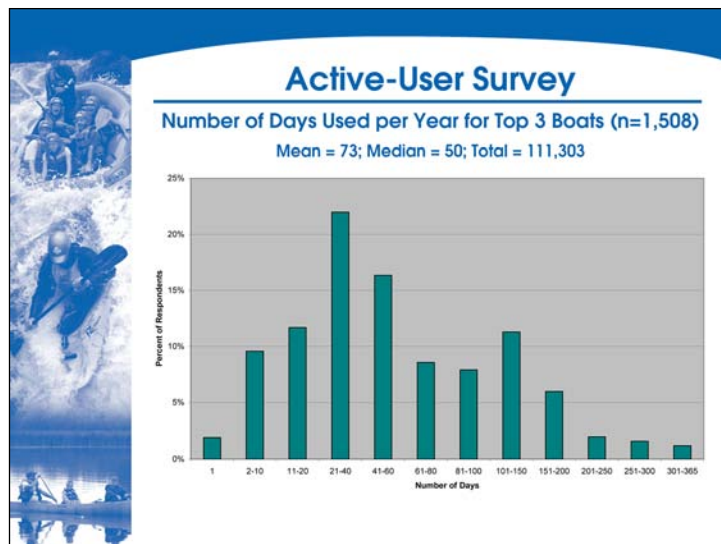
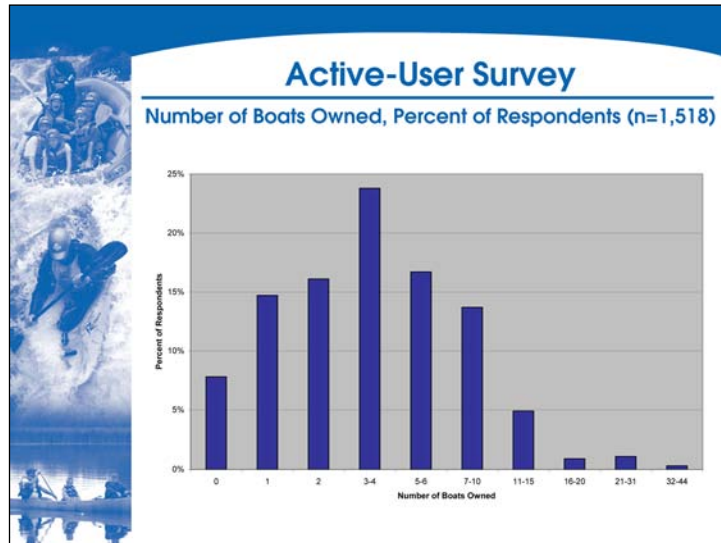
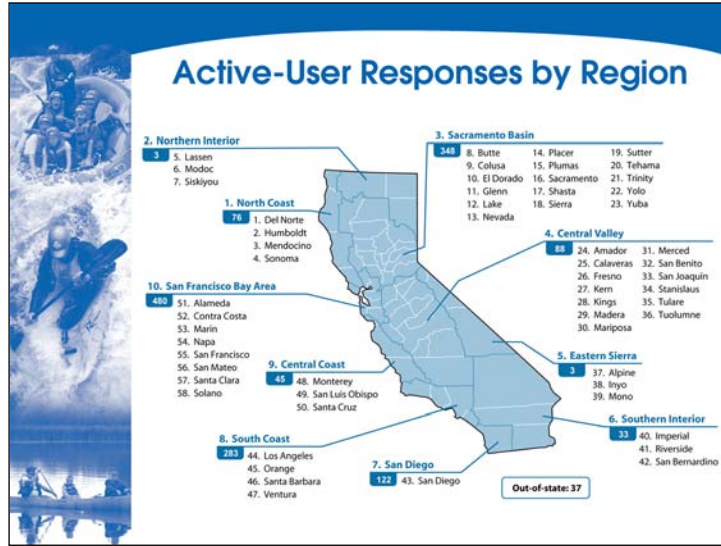
- Survey on Cal Boating web page for 2 months (mid-Dec 2006 to mid-Feb 2007)
- 1,518 respondents, with 6,799 non-motorized boats
 - 1,481 respondents from California
 - 37 from out-of-state
 - 1,400 own one or more non-motorized boats
 - 118 rent or use club boats only
- Non-random survey – results **cannot** be extrapolated to State overall

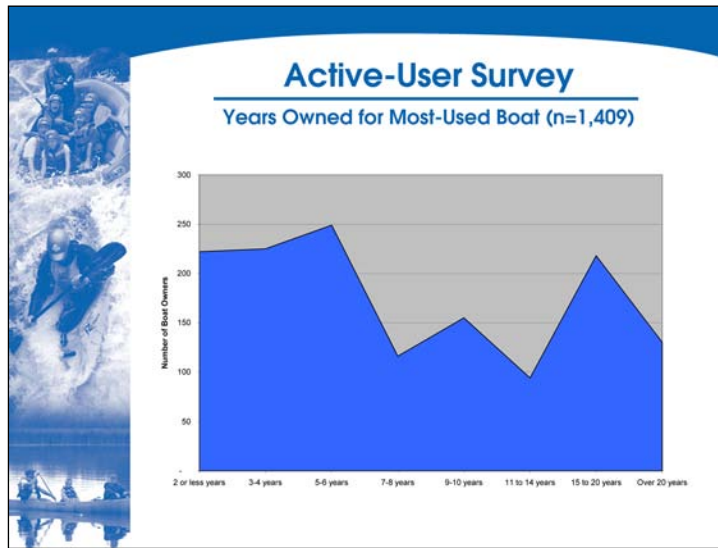


Active-User Survey Types of Non-Motorized Boats

Sea/touring kayak (19%)	Kiteboard	Cataraft
Whitewater kayak (18%)	Fishing kayak	Row boat
Rowing shell or scull	Canoe	Inflatable other
Sailboard	Inflatable kayak	Small sailboat
Inflatable raft (7%)	Kayak (unspecified)	Pontoon boat
Outrigger canoe	Surfski	Fishing canoe
Recreational kayak (5%)	Other kayaks	Paddleboard
Dragon boat	Whitewater canoe	Poke boat

Other kayaks include: flatwater, racing, surf, sprint, folding, polo, sailing kayaks





Active-User Survey
Why do you boat? (n=1,518)


Reason	Number of Responses	Percent of Respondents
Recreation	1,382	91%
To enjoy nature	1,240	82%
Fitness	1,233	81%
Challenge	1,228	81%
Leisure and relaxation	1,154	76%
Social activity	1,098	72%
Family activity	565	37%
Competition	504	33%
To access another activity	251	17%
Other reason	151	9%
Total	8,796	

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- Why boat at a particular waterway?**
- Close/convenient
 - Water conditions
 - Facilities
 - Not crowded
 - Features or destinations




Facility Needs/Issues

- Lack of access
- Inadequate parking
- Water conditions
- Reckless boaters
- Overcrowding




Safety Issues

- Interactions with motor boats
- Inexperienced boaters
- Poor water quality
- Crowding
- Unsafe water conditions



Sacramento Basin Respondents

- N=348
- Boats per respondent
 - Average of 5.4, median of 4 boats
- Years owned
 - Average of 10.3, median of 9 years
- Days used top 3 boats
 - Average of 57, median of 40 days



Sacramento Basin Responses


Active-User Survey (n=348)

Boat Used Most Often	Number of Responses	Most Used Waterway (top 8)	Number of Responses
Whitewater kayak	116	South Fork American	85
Sea/touring kayak	53	American River	53
Inflatable raft	50	Lake Natoma	29
Rowing shell or scull	30	Sacramento Deep Water Channel	25
Recreational kayak	21	Rivers	22
Inflatable kayak	20	Lakes	19
Canoe	12	Fohom Lake	9
Whitewater canoe	9	Sacramento River	8
Kayak (unspecified)	6		
Sailboard	5		
Cataraft	4		
Flatwater kayak	4		
Row boat	4		
Surfski	4		
Kiteboard	3		
Racing kayak	3		
Others	4		



Facility Needs at SB Waterways


- 273 respondents identified facility needs (78%)
- South Fork American River
 - Maintain water level
 - Improved access
 - Whitewater park
 - Parking – including vehicle security
 - Restrooms
- American River
 - Maintain water level
 - Improved access
 - Whitewater park
 - Parking – including vehicle security



Facility Needs at SB Waterways

(continued)


- Port of Sacramento/Deep Water Channel
 - Restrooms
 - Showers
 - Motor-boat free zones
 - Docks
- North Fork American River
 - Improved access
 - Maintain water level
 - Parking
 - Restrooms



Facility Needs at SB Waterways


(continued)

- Lake Natoma
 - Restrooms
 - Motor-boat free zones
 - Parking
- North Fork Feather River/Feather River
 - Improved access
 - Maintain water level
 - Parking
 - Restrooms
- Sacramento River
 - Restrooms
 - Improved access
 - Parking



SB Problem (Avoided) Waterways


- Folsom Lake
 - Reckless boaters
 - Overcrowding
- Lower American River
 - Overcrowding
 - Water conditions
 - Safety, reckless boaters, alcohol
- Feather River/North Fork
 - Inconsistent flows or releases
 - Lack of access
 - Inadequate parking



SB Problem (Avoided) Waterways

(continued)


- Consumnes River
 - Lack of access
 - Inadequate parking
- Sacramento River
 - Reckless boaters
 - Lack of access
- South Fork American River
 - Overcrowding
 - Reckless boaters
- North Fork American River
 - Inadequate parking
 - Lack of restrooms



SB Problem (Avoided) Waterways

(continued)

- Middle Fork American River
 - Inconsistent flows or releases
 - Access roads in bad condition
- Tuolumne River (CV)
 - Access roads in bad condition
 - Inconsistent flows or releases
 - Poor condition of put-in
- Cache Creek
 - Poor water quality
 - Reckless boaters
- South Fork Yuba River
 - Inconsistent flows or releases
 - Inadequate parking
 - Water conditions



Questions & Comments

- Questions
- General Comments
- Waterway-Specific Comments
- Additional comments, thoughts, and suggestions by email or telephone to:
 - Wendy Pratt at (916) 442-9227 or wendypratt@newpointgroup.com