



To enrich lives through effective and caring service



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Public Involvement and Education Grant Program

Grant Program Period – 3/2/11 through 9/15/11

Background

The Department of Beaches and Harbors (Department) partnered with the Santa Monica Bay Restoration Foundation for a proposed “Clean Harbors” outreach effort to increase public and boater awareness of their connection to water quality issues affecting Marina del Rey and to mitigate water quality degradation by influencing the behavior of marina users through workshops and targeted publications. As part of the Clean Harbors Project, the Department created and executed four tasks, which were:

1. Clean Harbors Steering Committee
2. Dockwalker Training and MarinaFest 2011 Event Partner
3. Strategic Boater Focus Group
4. Poster Campaign

Clean Harbors Steering Committee

The Department convened a Clean Harbors Steering Committee to provide guidance on various deliverables for tasks 1 through 4 of the Clean Harbors Project. The Committee also identified key resources and stakeholders to maximize the impact and usefulness of the opportunities for delivering the Clean Harbors message about clean boating practices.

Dockwalker Training and MarinaFest 2011 Event Partner

The Department was a partner at the Dockwalker Training and MarinaFest 2011 events and provided tote bags to fill with educational materials and giveaways to draw attendance and help spread a clean boating message. The collaboration and co-sponsoring efforts between the California Department of Waterways, California Coastal Commission and the Department helped accomplish the project’s goals in a more effective and successful manner.

Strategic Boater Focus Group

The Department held a focus group session at Loyola Marymount University to bring boaters together to openly share observations on boater behavior and motivations as they relate to water pollution. The parties involved shared their observations on what is needed to better enforce current boater regulations as well as what visual messages would be most effective in influencing boater behavior.

Poster Campaign

Based on some of the focus group results and involvement in the Clean Harbors program, the Department formulated and completed a clean boating poster campaign. The name of the poster series is “BOATERS Help Keep Marina del Rey and Santa Monica Bay CLEAN!” The poster provides safe tips on clean boating and proper sewage pump-out instructions. The poster is also consistent with the California Coastal Commission’s new Reilley the Rainbow Trout mascot and poster series to help establish a well-known clean boating message.