

California Boating and Waterways Commission

November 17, 2021

REPORT: Communications and Marketing Division Updates

PRESENTERS: **Gloria Sandoval and Shelley Gesicki**

SUBJECT: Communications Support and 2021 Marketing Campaigns

Summary

During the November 17, 2021 California Boating and Waterways Commission meeting, the Communications and Marketing Division for California State Parks will be sharing updates on 2021 department-wide efforts including the response to COVID-19, wildfires, the Southern California oil spill, the Adventure Pass for Fourth Graders and ongoing support for the California State Parks Division of Boating and Waterways (DBW).

Staff will also be presenting outcomes of the 2021 boating safety and environmental awareness marketing campaigns:

- Boating Safety
- California Boater Card
- Clean Vessel Act
- Clean and Green Boating

The campaign goals include educating boaters about the ways they can prepare for a safe and environmentally responsible time out on the water and focus on boating safety messaging, California Boater Card education, clean and green boater education and environmentally sound boating practices.

Both the paid media and virtual outreach efforts were launched to coincide with National Safe Boating Week (May 22-28) and ran throughout the year. Prior to the COVID-19 pandemic, the majority of DBW's outreach efforts were coordinated with boating safety partners to host a boating season kickoff event as well as life jacket trade-in events throughout the state. With in-person events being limited, virtual events remained an effective way to safely educate the boating public.

The target audience for the campaigns include waterway enthusiasts, primarily boaters who operate recreational vessels including power boats, personal watercrafts (PWCs), non-motorized (kayaks, paddle boards, etc.) and anglers focusing on the general market and Hispanic (Spanish language) market that skews to males aged 18 to 54. Each of the media campaigns further narrows their targets to reach specific audiences with the appropriate messages.

The campaigns target the top 5 high Boating Accident Target Areas (BATA) as reported in DBW's annual California Boating Safety reports, reaching BATA's representing the greatest percentage of incidents. The media markets include Los Angeles, Riverside, Sacramento, San Diego, San Francisco, and Stockton/Modesto.

The campaign efforts are supported by DBW's "Boat California" social media channels including Facebook, Twitter and Instagram. In addition, the BoatCalifornia.com and CaliforniaBoaterCard.com websites as well as the BoatCA and Pumpout Nav apps serve as tools to further educate boaters.

Following the completion of the campaigns, a research survey was conducted to measure the effectiveness of the media efforts and messaging in influencing behavior change. Results of these surveys will be presented to the commissioners during the November 17 commission meeting.

**Local Assistance Floating Restroom Grant Program
Division of Boating and Waterways
November 17, 2021**

Summary:

The Floating Restroom Grant Program manufactures and delivers DBW-engineered floating restroom units for placement and use on lakes and reservoirs across California. The program also offers grants for Operations and Maintenance (O&M) to offset the operational costs of these units. This program is funded by the federal Inland Clean Vessel Act (CVA) grant. The State provides the required 25 percent match from the Harbors and Watercraft Revolving Fund (HWRF) for new floating restrooms.

The Division of Boating and Waterways (DBW) is the designated state entity responsible for implementing the federal CVA program in California and the US Fish and Wildlife Service is the responsible federal agency.

Approximately 266 floating restrooms have been delivered to 40 lakes and reservoirs throughout California. It is estimated that approximately 1,000,000 gallons of sewage are prevented from being discharged into California's lakes and reservoirs each year due to the availability of these floating restrooms.

Application Deadline: December 10, 2021 for floating restrooms; O&M applications are accepted on a continuous basis.

Application Procedure: Submit an application through the Online Grant Application System (OLGA).

FY 2021/22 Funding Available: \$816,000 for floating restrooms and \$18,000 for floating restroom operations and maintenance.

Typical Grant Amount: Varies from \$2,000 - \$10,000 for an O&M grant to \$163,000 for a floating restroom.

Funding Source(s): HWRF and federal Inland CVA grant from the Sport Fish Restoration and Boating Trust Fund.

Eligible Grant Recipients: Local, state, and federal governmental entities that operate public boating facilities on inland lakes or reservoirs.

Restrictions:

- a. All floating restrooms must be open and available to the public.
- b. Grantees are required to operate and maintain the floating restrooms for 10 years.
- c. Floating restrooms are not intended to replace landside restrooms or to be moored in a marina. The restrooms are to be located in areas of the lake with no landside access or facilities.
- d. CVA grants require a 25% state or local match.

Accomplishments/Planning:

The new ADA-compliant floating restroom design is complete, and all future deployments will be fully accessible units. This year seven floating restrooms are currently scheduled to be manufactured for deployment to:

| <u>Waterbody</u> | <u>County</u> | <u>Grantee</u> | <u># of Units</u> |
|------------------|---------------|-----------------------|-------------------|
| Castaic Lake | Los Angeles | County of Los Angeles | 1 |
| El Capitan Lake | San Diego | City of San Diego | 1 |

| <u>Waterbody</u> | <u>County</u> | <u>Grantee</u> | <u># of Units</u> |
|----------------------------|----------------------|-----------------------------------|--------------------------|
| Big Bear Lake | San Bernardino | Big Bear Municipal Water District | 2 |
| New Melones Lake | Stanislaus/Tuolumne | US Bureau of Reclamation | 1 |
| New Bullards Bar Reservoir | Yuba | Yuba County Water Agency | 1 |
| Lake Clementine | Placer | Auburn State Recreation Area | 1 |

Local Assistance Pumpout/Dump Station Equipment Grant Program
Division of Boating and Waterways
November 17, 2021

Summary:

The Pumpout/Dump Station Equipment Grant Program funds new or replacement pumpouts and dump stations or maintenance of sewage pumpouts and dump stations. Operation and maintenance grants provide assistance for pumpouts and dump stations. This program is funded by both the federal Coastal and Inland Clean Vessel Act (CVA) grants.

The Division of Boating and Waterways (DBW) is the designated state entity responsible for implementing the federal CVA program in California and the US Fish and Wildlife Service is the responsible federal agency.

Application Deadline:

- Applications are accepted on a continuous basis.

Application Procedure: Applications are submitted through the Online Grant Application System (OLGA).

FY 2021/22 Funding Available: \$558,750 (\$540,750 for pumpout and dump stations, \$18,000 for operations and maintenance).

Typical Grant Amount: Varies from \$500 - \$15,000 for an O&M grant and approximately \$20,000 per pumpout.

Funding Source(s): Coastal and Inland CVA grants from the federal Sport Fish Restoration and Boating Trust Fund.

Eligible Grant Recipients:

- For pumpout, dump station, and O&M grants: governmental entities and private businesses that own and operate boating facilities that are open to the general public.

Restrictions:

- a. All equipment installed with CVA funding must be open and available to public recreational boaters.
- b. Pumpout and dump station grantees are required to operate and maintain the pumpout and dump station equipment for 7 years.
- c. A minimum 25% local match is required.
- d. Live-aboard and commercial vessels are currently excluded from benefiting from CVA grant-funded equipment.

Accomplishments/Planning:

During the past year, DBW received an application from San Mateo Harbor District for a new pumpout station at Oyster Point Marina in addition to having executed an agreement for installation of five pumpouts at the following location:

| <u>Project</u> | <u>Grantee</u> | <u>Grant Award</u> | <u># of Units</u> |
|----------------|-------------------------|--------------------|-------------------|
| San Diego | San Diego Port District | \$113,638.27 | 5 |

**Local Assistance Education and Outreach Grant Program
Division of Boating and Waterways
November 17, 2021**

Summary:

The Education and Outreach Grant Program provides education and outreach grants to promote public awareness about boater sewage, its proper disposal, and to track and monitor use of existing pumpouts and dump stations in California's Coast and Delta waterways. This grant program targets two geographic regions of California. The San Francisco Bay-Delta Estuary region includes 13 Northern California counties and the Southern California Coast region includes 6 Southern California counties. This program is funded by the federal Coastal Clean Vessel Act (CVA) grant.

The Division of Boating and Waterways (DBW) is the designated state entity responsible for implementing the federal CVA program in California and the US Fish and Wildlife Service is the responsible federal agency.

Application Deadline:

- Applications will be accepted for the 2022-23 funding cycle May 1, 2022, through June 17, 2022.

Application Procedure: Education and Outreach applicants are required to submit a complete application proposal which is then scored and ranked competitively for available funding.

FY 2022/23 Funding Available: Approximately \$550,000.

Typical Grant Amount: \$275,000 per geographic region.

Funding Source(s): Coastal CVA grant from the federal Sport Fish Restoration and Boating Trust Fund.

Eligible Grant Recipients:

- Education and Outreach grants: any organization may apply.

Requirements:

Applicants must have the capacity to provide:

- a. Education and Outreach for one of the two targeted regions which are the 13 Northern coastal counties including the San Francisco Bay-Delta Estuary and the 6 coastal counties in Southern California.
- b. Pumpout and dump station monitoring and tracking of the pumpout network.
- c. Provide a minimum 33% local match.

Accomplishments/Planning:

Accomplishments: completed an update to the California Vessel Waste Disposal Plan; ongoing development of the award-winning Pumpout Nav App to include floating restrooms and dump stations; distribution of more than 8,000 clean boating publications that promote sewage management best practices; conducting clean boating seminars attended by more than 2,000 boaters; continued development of educational videos for proper boat sewage management; and monitoring of 155 pumpout stations in 19 California counties.

Planning: Conducting two study to determine the economic benefit of having a pumpout at a marina and conducting Phase 1 of a sewage volume study to determine the amount of sewage a pumpout prevents from being disposed of improperly.

**Boat Launching Facility Grant Program
Division of Boating and Waterways
November 17, 2021**

Summary:

Boat Launching Facility (BLF) grants for motorized vessels are provided to local government agencies for the construction or improvement of boat launching ramps, restrooms, boarding floats, shore protection, parking for vehicles and boat trailers, utilities, and ancillary items. Also included in the grants are funds to pay for engineering, construction, inspection, permits from regulatory agencies, special studies, contract advertising, construction contingencies, and other project related costs. The primary purpose of the program is to provide and improve access to California's waterways by the recreational boating public using trailer-able motorized watercraft.

Application Deadline: February 1, 2022, for consideration in the FY2022/23 state budget.

Application Procedure: Applicants are required to submit a complete application online.

FY2020/21 Funding: A funding blanket of \$6,000,000 was designated in the State Budget for all boat launching facilities grants. Of this, \$4,240,000 has been allotted towards development, improvement, or expansion of boat launching facilities for motorized boats.

Typical Grant Amount: Varies by project. The amount of funds provided is determined by the specific scope of the proposed project in combination with the usage and benefits that can be economically justified.

Funding Source(s): Harbors and Watercraft Revolving Fund

Eligible Grant Recipients: Local government agencies including cities, counties, the federal government, recreation districts, irrigation districts, and tax districts, among others.

Restrictions:

- a. The project area shall be open and accessible for the use and enjoyment by the general public on equal and reasonable terms.
- b. The grantee is required to operate and maintain the facility for 20 years at no cost to the State.

Accomplishments/Planning:

- This is the third year BLF grant applicants will utilize the Online Grant Application (OLGA) system during the upcoming application cycle.
- Online program webinar and application workshop.
- DBW has completed the following projects in the past three years:

| <i>Project</i> | <i>Grantee</i> | <i>Grant Award</i> | <i>FY Funding</i> |
|-----------------------------------|------------------------------|--------------------|-------------------|
| Westside Park BLF (Construction) | Sonoma County | \$1,800,000 | FY 2014/15 |
| Colusa BLF (Planning) | City of Colusa | \$ 340,000 | FY 2007/08 |
| Colusa BLF (Construction) | City of Colusa | \$2,900,000 | FY 2016/17 |
| Contra Loma BLF | East Bay Reg. Park Dist. | \$ 373,000 | FY 2013/14 |
| Cricket Hollow BLF (Planning) | City of Reedley | \$ 225,000 | FY 2014/15 |
| Cricket Hollow BLF (Construction) | City of Reedley | \$ 750,000 | FY 2017/18 |
| Shelter Island BLF | San Diego Unified Port Dist. | \$6,100,000 | FY 2015/16 |

| <i>Project</i> | <i>Grantee</i> | <i>Grant Award</i> | <i>FY Funding</i> |
|-----------------------------------|-----------------------------|--------------------|-------------------|
| Doran Park BLF (Planning) | Sonoma County | \$ 350,000 | FY 2011/12 |
| Doran Park BLF (Construction) | Sonoma County | \$ 990,000 | FY 2016/17 |
| Encinal BLF (Planning) | City of Alameda | \$ 300,000 | FY 2015/16 |
| Encinal BLF (Construction) | City of Alameda | \$1,450,000 | FY 2018/19 |
| Red Bluff BLF | City of Red Bluff | \$1,690,000 | FY 2013/14 |
| Sailboat Cove BLF | LA County Parks | \$ 400,000 | FY 2019/20 |
| Trinity Center BLF (Planning) | US Forest Service – Trinity | \$ 190,000 | FY 2007/08 |
| Trinity Center BLF (Construction) | US Forest Service – Trinity | \$1,640,000 | FY 2016/17 |

Ramp Repair and Modification Grant Program
Division of Boating and Waterways
November 17, 2021

Summary:

The Statewide Ramp Repair and Modification Program provides funding to qualifying public agencies to rapidly address issues or conditions at boat launching facilities caused by unexpected events such as storms, floods, droughts, forest fires, or water drawdowns resulting from dam repairs, dam seismic safety concerns, or greater water releases to protect fish habitat, etc. These boat launching facilities must be previously funded by the Division of Boating and Waterways (DBW). Typical projects consist of ramp extensions, ramp widenings, the construction of low water and second stage parking areas, the repair of launching ramps, boarding floats, restrooms and parking areas. Projects are typically small in scope and are funded only to the level necessary to restore boating access, relieve overcapacity, address health or safety issues, and restore functionality.

Application Deadline: February 1, 2022, for FY2022/23 funding.

Application Procedure: Applicants submit a complete Ramp Repair and Modification grant application online along with a resolution from their governing body authorizing the grant application.

FY2020/21 Funding Available: A funding blanket of \$6,000,000 was designated in the State Budget for all boat launching facilities grants. Of this, \$750,000 has been allotted towards ramp repair and modification grants. Any unused funding will revert to the Harbors and Watercraft Revolving Fund.

Typical Grant Amount: Varies by project from \$10,000 to \$750,000 depending upon the severity, magnitude, and urgency of the problem being addressed.

Funding Source(s): Harbors and Watercraft Revolving Fund

Eligible Grant Recipients: Local government agencies including cities, counties, special districts, and the federal government.

Restrictions:

- a. The project area shall be open and accessible for the use and enjoyment by the general public on equal and reasonable terms.
- b. The grantee is required to operate and maintain the facility for 20 years at no cost to the State.

Accomplishments/Planning:

- This is the third year Ramp Repair and Modification grant applicants will utilize the Online Grant Application (OLGA) system for the upcoming application cycle.
- DBW has completed the following project in the past three years:

| <u>Project</u> | <u>Grantee</u> | <u>Grant Award</u> | <u>FY Funding</u> |
|-----------------|--------------------------------|--------------------|-------------------|
| Silver Lake BLF | Inyo National Forest | \$140,000 | FY 2014/15 |
| Minersville BLF | Shasta-Trinity National Forest | \$134,600 | FY 2015/16 |

Non-Motorized Boat Launching Facility Grant Program
Division of Boating and Waterways
November 17, 2021

Summary:

The Statewide Non-Motorized Boat Launching Facility (NMBLF) Program provides support to create or improve public non-motorized boating access. The intent of this program is to provide a dedicated source of HWRF monies to address the boating facility needs of the non-motorized boating community. There are an estimated 4 million non-motorized watercraft in use in California. Typical grant-funded items include the construction of small, hand-launch boat ramps, low freeboard boarding floats, small parking lots, and restrooms.

Application Deadline: February 1, 2022 for FY2022/23 funding.

Application Procedure: Applicants submit a complete Non-Motorized Boat Launching Facility grant application online along with a resolution from their governing body authorizing the grant application.

FY2020/21 Funding Available: A funding blanket of \$6,000,000 was designated in the State Budget for all boat launching facilities grants. Of this, \$1,000,000 has been allotted towards non-motorized boating launching facility grants. Any unused funding will revert to the Harbors and Watercraft Revolving Fund.

Typical Grant Amount: Varies by project, from \$100,000 to \$1,000,000 depending on the project.

Funding Source(s): Harbors and Watercraft Revolving Fund

Eligible Grant Recipients: Local government agencies including cities, counties, special districts, and the federal government.

Restrictions:

- a. The project area shall be open and accessible for the use and enjoyment by the general public on equal and reasonable terms.
- b. The grantee is required to operate and maintain the facility for 20 years at no cost to the State.

Accomplishments/Planning:

- This is the third year NMBLF grant applicants will utilize the Online Grant Application (OLGA) system during the upcoming application cycle.

- DBW has completed the following project in the past three years:

| <i>Project</i> | <i>Grantee</i> | <i>Grant Award</i> | <i>FY Funding</i> |
|----------------------|-------------------|--------------------|-------------------|
| Waterford River Park | City of Waterford | \$ 50,000 | FY 2012/13 |
| Waterford River Park | City of Waterford | \$470,290 | FY 2015/16 |

**Sign Grant Program
Division of Boating and Waterways
November 17, 2021**

Summary:

The Statewide Sign Program provides grant funding to install and replace signs for previously funded Boating and Waterways projects when the signs are obsolete, display incorrect information, badly worn and unattractive, missing or damaged, are needed for safety, or are required as a condition of receiving federal funds (Sport Fish Restoration Fund).

Application Deadline: Applications are accepted on a continuous basis, and funds are granted only in the amount needed to directly address the problem and only until the program funds are exhausted for the fiscal year.

Application Procedure: Applicants submit an assistance request letter describing the problem.

FY2020/21 Funding Available: A funding blanket of \$6,000,000 was designated in the State Budget for all boat launching facilities grants. Of this, \$10,000 has been allotted to install or replace signs that are missing, damaged, inaccurate, badly worn, necessary for safety, or required by federal grant agreement.

Typical Grant Amount: Sign purchases range from \$1,000 to \$7,000 depending upon the size, material, and installation.

Funding Source(s): Harbors and Watercraft Revolving Fund

Eligible Grant Recipients: Local government agencies including cities, counties, special districts, and the federal government.

Restrictions: There are no additional restrictions associated with the grant program.

Accomplishments/Planning:

- DBW is working to develop statewide standardizations for boating safety messaging at boat launching facilities. This will be created in concert with graphic designers and DBW's education and safety unit.
- The appropriation for Harbors and Watercraft Revolving Fund allows two years of encumbrance availability for this grant program.

Public Small Craft Harbor Loan Program
Division of Boating and Waterways
November 17, 2021

Summary:

In accordance with Sections 70-72.4 of the Harbors and Navigation Code, the Local Assistance Public Small Craft Harbor Loan Program provides loans to local government agencies for the construction of new small craft harbors or for the expansion or improvement of existing marina facilities. Typical project features that can be funded include boat berthing, breakwater construction, construction dredging, harbormaster buildings, fuel docks, boat sewage pump-out facilities, restrooms, utilities and landscaping. Facilities that will be rented or leased to commercial or concession enterprises are **not** eligible to receive public loan funds.

Application Deadline: None. DBW has temporarily paused accepting applications for private loans while the State addresses the Harbors and Watercraft Revolving Fund's structural deficit.

Application Procedure: When DBW is accepting applications, applicants are required to submit a complete application via DBW's Online Grant Application (OLGA). Applications are then evaluated competitively for available funding.

FY2021/22 Funding Authorized: None.

Typical Loan Amount: Varies by project. Loan amounts are determined by the specific scope of the proposed project in combination with the local governmental agency's ability to repay the loan.

Funding Source(s): Harbors and Watercraft Revolving Fund.

Eligible Loan Recipients: Local government agencies including cities, counties, recreation districts, irrigation districts, and tax districts, among others.

Restrictions: The project area shall be open and accessible for the use and enjoyment by the general public on equal and reasonable terms.

Payback Period: 30 years from construction completion for revenue-generating improvements. 50 years from construction completion for non-revenue-generating improvements, such as breakwaters.

Interest Rate: 4.5%

Private Small Craft Harbor Loan Program
Division of Boating and Waterways
November 17, 2021

Summary:

In accordance with Harbors and Navigation Code sections 76-77.1, the Private Small Craft Harbor Loan Program provides loans to private marina owners to develop or improve privately owned boating facilities that are open to the public. Project features that can be funded include boat berthing, breakwater construction, construction dredging, harbormaster buildings, fuel docks, boat sewage pump-out facilities, restrooms, and utilities.

Application Deadline: None. DBW has temporarily paused accepting applications for private loans while the State addresses the Harbors and Watercraft Revolving Fund's structural deficit.

Application Procedure: When DBW is accepting applications, applicants are required to submit a complete application via DBW's Online Grant Application (OLGA). Applications are then evaluated competitively for available funding.

FY2021/22 Funding Authorized: None.

Typical Loan Amount: Varies by project. Loan amounts are determined by the specific scope of the proposed project in combination with available collateral and ability to repay the loan.

Funding Source(s): Harbors and Watercraft Revolving Fund.

Eligible Loan Recipients: Private businesses.

Restrictions: The project area shall be open and accessible for use and enjoyment by the general public on equal and reasonable terms.

Payback Period: 20 years from construction completion.

Interest Rate: Prime interest rate (as reported by the Wall Street Journal) plus one percent, adjusted annually each January.

Public Beach Restoration Grant Program
Division of Boating and Waterways
November 17, 2021

Summary:

The Public Beach Restoration Grant Program was created in 1999 via the Public Beach Restoration Act (*Harbors and Navigation Code 69.5-69.9, AB64–Ducheny*). The principal purpose of the program is the restoration, enhancement, and nourishment of public beaches through the cost-effective engineered placement of sand on the beach or in the nearshore environment to minimize the erosive forces of ocean waves to protect vital public infrastructure and accommodate the recreational needs of visitors to California’s beaches. This program is also consistent with the California Natural Resources Agency’s Shoreline Erosion Protection Policy (1978) favoring beach nourishment as a method of erosion control. Most projects in this program receive funding from the U.S. Army Corps of Engineers with the State paying 85% of the cost of the local sponsor’s required cost share.

Application Deadline: December 15, 2021 for the FY2023/24 State budget.

Application Procedure: Applicants submit an application requesting funding for a specific phase of the project (study, planning, feasibility, design, or construction) along with a resolution from their governing body authorizing the application for grant funding.

FY2021/22 Funding Authorized: None.

Typical Grant Amount: Varies by project; recent grants have ranged from \$40,000 to \$6.5 million depending upon the project.

Funding Source(s): Public Beach Restoration Fund (which has no official revenue source).

Eligible Grant Recipients: Public entities operating beaches that are open and accessible to the public.

Restrictions: Projects must primarily serve a public purpose; private benefits can only be incidental.

Accomplishments/Planning: DBW is currently developing regulations for this program.

Shoreline Erosion Control Grant Program
Division of Boating and Waterways
November 17, 2021

Summary:

The authority for the Shoreline Erosion Control Grant Program (*Harbors and Navigation Code 65-67.4*) was part of the legislation that created the Department of Navigation and Ocean Development, the predecessor agency to the Department of Boating and Waterways. The principal purpose of the program is to study the problems of beach erosion and to construct projects to stabilize beaches and shoreline areas either through the strategic placement of sand or via hard structures like seawalls, groins, and rock revetments in concentrated areas to protect vital public infrastructure. Many projects in this program are funded 50% by the U.S. Army Corps of Engineers with the State paying up to 50% of the cost of the local sponsor's required 50% project cost share for construction.

Application Deadline: December 15, 2021 for the FY2023/24 State budget.

Application Procedure: Applicants submit an application requesting funding for a specific phase of the project (study, planning, feasibility, design, or construction) along with a resolution from their governing body authorizing applying for the funds.

FY2020/21 Funding Authorized: None.

Typical Grant Amount: Varies by project; recent grants have ranged from \$40,000 to \$3 million depending upon the project.

Funding Source(s): Harbors and Watercraft Revolving Fund.

Eligible Grant Recipients: Federal, state, regional, and local government agencies.

Restrictions: Program funds cannot be used to directly benefit private property.

Accomplishments/Planning: DBW is currently developing regulations for this program.