

Georgia Basin Boater Outreach Program



Georgia Strait Alliance Final Report, 23 July 2001

Overview:

The program has been far more successful and widely accepted overall than at first envisioned. BIEAP/FREMP funding helped to leverage additional partnership funding last summer from the Capital Regional District Roundtable on the Environment, Victoria-Esquamalt Harbour Environmental Action Program and Oceans Blue Foundation, as well as in-kind support (in the form of E-Team time) from the Veins of Life Watershed Society. This broader partnership enabled us to expand the outreach program from its original scope and include coverage of other areas outside of the Lower Mainland.

The mainstay of the program is the *Guide to Green Boating*, which was written by Rupert Gale and illustrated by Dee Gale. This *Guide* has proved extremely popular not only in the Georgia Basin but also in many areas of Canada and indeed the world. We have had requests for it from the Okanagan, Alberta, Ontario, Manitoba, Washington, New York, Maine, Florida, Oregon and California. We have also had requests from Australia, Mexico and Scotland.

The *Guide* was supplemented and enhanced by the marine and boatyard signs that we produced, using the same artwork and consistent messaging as the *Guide*, and bearing the logos of the sponsoring agencies. These were welcomed by marina owners and can now be seen all around the waterfront in the Lower Mainland and Capital Regional District.

The level of mainstream acceptance of the program has been very encouraging. Seven of the 15 Canadian Power and Sail Squadrons in the Pacific Mainland are using the *Guide* in their Boating Courses. All of the squadrons in the Southern Vancouver Island District and several from the North Vancouver Island District are also using it. Many Yacht Clubs

throughout the region have distributed it to their members. We have given presentations on the program to several Yacht Clubs, CPS squadrons and other groups and have a number of future presentations organized.

To our surprise and delight, GSA was the recipient for the Canadian Safe Boating Award (CASBA) for the Best Environmental Program of 2000/2001. The nomination for this award came from the president of the Council of British Columbia Yacht Clubs.

At both the Vancouver International Boat Show and the Port Sidney Floating Boat Show, our presence was very well received and generated much interest in the Program.

Original Project Components:

- Facilities and organizations to target for outreach and resource distribution were identified from several sources. These included Environment Canada's list of facilities for compliance inspections; *Pacific Yachting's* Marina Guide, *Waggoner's* Marina Guide, Vancouver and North Vancouver Yellow Pages; GSA's database and personal communications with several people in the recreational boating industry.
- To date approximately 18,500 copies of the *Guide to Green Boating* have been distributed throughout the Georgia Basin. At least 6,700 have been distributed specifically in the Lower Mainland (see attached spreadsheet). An additional 600 copies were distributed at the Vancouver International Boat Show.
- 110 signs were produced in total. Half emphasized sewage and fuel spill issues while the other half emphasized bottom maintenance and disposal issues. 89 of these signs have been posted at Lower Mainland facilities while a further 10 have been posted on Vancouver Island and the Sunshine Coast (see attached spreadsheet).
- Five marinas (three of these with haul-out facilities), one magazine and one boat building school were consulted in the development of the signs. These were: Schooner Cove Marina; Shelter Island Marina; Reed Point Marina; Silva Bay Marina; Port Sidney Marina; Silva Bay Shipyard School; and *WaveLength Paddling Magazine* (which is focused on boater as well as kayakers). Several marine educators and individual boaters were also consulted, as were representatives of BIEAP/FREMP and Environment Canada.
- Wherever possible, facilities involved in the project were contacted ahead of time to arrange for an outreach visit.
- Distribution of the booklet was achieved by several means including:
 - Visits to over 150 facilities throughout the Georgia Basin. During July, August and September 2000, facilities in the Capital Regional District and the

Nanaimo Regional District were targeted. From October 2000 to July 2001 facilities in the Lower Mainland were visited. During this outreach over 400 boaters were directly presented with a copy of the *Guide to Green Boating* and engaged in discussion about Green Boating issues practices.

- We generally presented the *Guide* on its own in order to provide focus on one overall message and a “gentle” approach to boaters. Where appropriate, we supplemented the *Guide* with information on Marine Protected Areas. Zorbie oil absorbent pads were distributed in limited numbers due to supply problems from the manufacturer. (The company is currently out of business.)
 - Copies of the *Guide to Green Boating* were left with all except two of the marina/boatyard facilities that we visited, for ongoing distribution to members and customers.
 - Most Canadian Power and Sail Squadrons and Yacht Clubs in the Georgia Basin have distributed copies of the *Guide to Green Boating* to their students and members. Several sailing schools and charter operators also provide the guide to their students and customers.
 - Copies of the *Guide* were also mailed to many individuals and several facilities within the Georgia Basin but outside the 2000/2001 target areas.
- o GSA Program Coordinator Mike Richards distributed signs to Lower Mainland facilities. When possible, he posted the signs but many facilities preferred to do it themselves.

Additional Project Components:

- o Partnerships were developed with Victoria and Esquimalt Harbours Environmental Action Program (VEHEAP), the Capital Regional District (CRD) Round table on the Environment and Veins of Life Watershed Society (VOLWS) to provide an intensive outreach program in the CRD and Gulf Islands.
- o Presentations have been made to: Nanaimo Yacht Club, Silva Bay Yacht Club; Nanaimo Power and Sail Squadron (CPSS) general membership; Nanaimo CPSS Boating Course; Gabriola Island CPSS Boating Course; Silva Bay Shipyard School; Council of BC Yacht Clubs. Future presentations are booked for the fall of 2001.
- o Green Boating displays have been organized for several events. These include, The Vancouver International Boat Show; The Port Sidney Floating Boat Show, Victoria Oceans Day, Nanaimo Yacht Club AGM; Royal Vancouver Yacht Club (Coal Harbour) Safety Day; Swiftsure Race as well as a number of smaller community events. A display is located at the Nanaimo Port Authority Marina until the end of August 2001.

- o We continued to participate in the Georgia Basin Ecosystem Green Boating Work Group forum and the CMAC Sewage Working Group.
- o We have worked to help build community support work for sewage No-Discharge Zone designations.
- o We produced articles on Green Boating practices and principles which were printed in *Suncruiser* and *Pacific Yachting* magazines.
- o Advertisements for the *Guide to Green Boating* were placed in *Suncruiser* and *Pacific Yachting* magazines.
- o Information about the program and *Guide* has been printed by several newspapers and magazines including: *Nanaimo Daily News*, *Times-Colonist*, *North Shore News*, *Wooden Boat Magazine*, *Beautiful British Columbia*, *British Columbia Environmental Report*, *Boats and Places Magazine*, and GSA's newsletter, *Strait Talk*.
- o A piece on the program is due to appear on *Boats and Places Television* as part of the Canadian Safe Boating Awards Presentation.
- o Thanks to the excellent outreach effort over the past year, we were able to acquire, in June 2001, of a highly visible inflatable vessel for more extensive boater and marina outreach work. Currently we have an intensive boater outreach effort underway in the Ladysmith to Parksville corridor, with summer student Veronica Holroyd distributing copies of the *Guide*, visiting marinas and meeting resident and transient boaters for daily discussion of green boating practices and issues.

The success of the program indicates that it was and is the right time to push the issues of environmentally responsible boating. We thank BIEAP/FREMP for recognizing this timely opportunity and providing GSA with the resources that enabled us, over the past year, to so effectively advance the acceptance of green boating practices in the region. It is our intention to continue to build and improve upon this program as part of GSA's overall strategy to protect and restore the marine environment and promote the sustainability of Georgia Strait, its adjoining waters and communities. We would welcome any future partnering opportunities with BIEAP/FREMP.

Contact:

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Attachment: spreadsheet summary of Lower Mainland outreach completed.