



June 30, 2010

General Land Office
Resource Management Program Area
1700 N. Congress Avenue, Room 617
Austin, TX 78701-1495

Attn: Ms. Melissa Porter

Re: Boater Waste Education Campaign
GLO Contract No. 09-027
Final Report

Dear Ms. Porter:

Enclosed please find the final report for the Boater Waste Education Campaign Project. We are extremely pleased with the success of the Boater Waste Education Campaign and excited to continue with new ideas for the remainder of 2010 and 2011! There is great interest in keeping Clear Lake and Galveston Bay clean, and GBF has received many compliments on the work we are doing. GBF is extremely grateful for the CMP grant that allowed the execution of this project.

Please feel free to call me at (281) 332-3381 extension 207 with any questions you may have regarding the project. We are currently preparing the final invoice and the appropriate match documentation.

Again, thank you for your support. I look forward to working with you in future projects.

Sincerely,

A handwritten signature in blue ink, appearing to read "Julie Mintzer".

Julie Mintzer
Director of Community Programs

Enclosure: Final Report

Boater Waste Education Campaign

GLO Contract # 09-027-000-3344

FINAL REPORT

June 2010

Prepared by:



17330 Highway 3
Webster, TX 77598
281-332-3381
www.galvbay.org

Prepared for:

A REPORT OF THE COASTAL COORDINATION
COUNCIL PERSUANT TO NATIONAL OCEANIC
AND ATMOSPHERIC ADMINISTRATION AWARD
NO. NA08NOS4190458

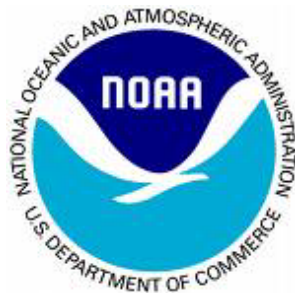


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Executive Summary

The Boater Waste Education Campaign addresses the issue of illegal boater waste discharge through targeted outreach and education to boaters. The purpose of the campaign is to decrease the incidence of illegal discharge of boater sewage to the Galveston Bay estuarine system, particularly Clear Lake. Since Clear Lake has the third highest concentration of privately owned marinas in the U.S, educating the public about the proper disposal of boater sewage is critical for the overall health of the ecosystem. The Clear Lake community has shown sincere interest in tackling this environmental issue and has played an instrumental role in the development of the campaign. The work group has successfully developed campaign messages, created marketing materials, and distributed materials in the Clear Lake community through a variety of methods (flyers, billboards, etc.). Involved marina owners and managers have been willing to help with all aspects of the campaign and the boaters reached during the events and exhibits have been receptive very to the campaign messages.

The Galveston Bay Foundation is pleased with the progress that has been made with the campaign since 2008 and has continued into 2010. Continuing in 2010 and throughout 2011, the Galveston Bay Foundation will continue to manage the campaign and the distribution of the campaign message through printed materials, outdoor advertisement and through direct mailings to boaters. Second, the Galveston Bay Foundation hopes to recruit Clear Lake-area local governments to participate in the campaign. Furthermore, increased enforcement of the “No Discharge” law in Clear Lake by is a campaign goal through the continued communication with Texas Parks and Wildlife and local governments. Finally, the campaign will be moved into the media through radio and television advertisements.

Project Description

The Boater Waste Education Campaign addresses the issue of illegal boater waste discharge through targeted outreach, media, and education to boaters. The Galveston Bay Foundation has developed a boater waste education campaign targeted at the Clear Lake boating community that is also applicable to Galveston Bay users as a whole. The purpose of the campaign is to decrease the incidence of illegal discharge of boater sewage waste to the entire Galveston Bay estuarine system, particularly Clear Lake that has the third highest concentration of privately owned marinas in the U.S.

The campaign has involved the developing of social marketing messages suitable for, but not limited to, personal communications via presentations and exhibits, print, billboard, and Internet use. The Galveston Bay Foundation has focused on communicating the message directly to boaters and marinas. This has been achieved by arranging special

events, presentations, and/or exhibits where boaters will be exposed to the campaign message. Furthermore, the use of printed ads and outdoor advertisement has helped spread the campaign message to the entire Clear Lake community. The campaign emphasized how boaters can properly dispose of their waste and the environmental harm caused by raw sewage. The Galveston Bay Foundation has directed the development and distribution of the message with the advice of a workgroup comprised of stakeholders from GBEP, TCEQ, Clean Texas Marina Program, Clear Lake Marina Association, and other interested groups. To complement the education and outreach component of the project, the Galveston Bay Foundation has been working with regulatory entities to increase enforcement of the relevant statutes.

Task 1: Convene working group

A working group was convened that consisted of representatives from the Galveston Bay Estuary Program, Clean Marina Program, Clear Lake Marina Association, Texas Parks and Wildlife, and other relevant, bay-area groups. The working group was originally formed under a Galveston Bay Estuary Program grant beginning in 2007. The committee members were solicited in the fall of 2007; the original invitation sent to bay area entities predated the beginning of this grant cycle. The active working group was formed to develop and execute the campaign. **Attachment A** includes a list of the participating individuals. The working group members contributed to the project in different ways. The Texas Clean Marina Association was initially instrumental in providing sample brochures and signage for the original pamphlets. Additionally, the Texas Clean Marina Association has been pivotal in providing experience and guidance throughout the campaign. The Clear Lake Marina Association consistently plays an important role in facilitating communication between the working group and Clear Lake marinas and the boating community as a whole.

The working group under the Galveston Bay Estuary Program grant was a group of 23 partners from Clear Lake marinas, local government, county departments, state agencies, boating industry, local corporations, and marina associations. This committee started meeting on the third Wednesday of every month from January 2008-June 2008. The current committee has grown from 23 members to 48 members, and interested citizens, unaffiliated with aforementioned groups, have joined the cause. From June 2008 through May 2009, the working group did much of its communication through email and phone calls. In June 2009, the working group begin meeting the last week of the month, which has continued through May 2010. The first formal meeting was held in June 2009. **Attachment B** is the initial meeting agenda from the meeting held on June 24, 2009. The meeting minutes from the June 24, 2009, meeting are unavailable. Nearly all meetings were held at the GBF office in Webster, Texas with two exceptions: a lunch meeting in League City to plan for the Texas Commission on Environmental Quality meeting on November 16, 2009, regarding the Senate Bill 2445, and a meeting held at a

restaurant in Austin directly prior to the November 16, 2009, meeting at the Texas Commission on Environmental Quality. The meeting schedule is included in **Attachment C**. The next work group meeting is scheduled for July 8, 2010.

Task 2. Develop marketing and outreach materials

The working group came to the conclusion early on that the campaign could not be a scare-tactic campaign. By mentioning the diseases that could result from sewage being pumped improperly into the water, the working group feared that people would be scared away from the Clear Lake and Galveston Bay. Instead, the working group decided that the campaign should focus on a positive message about how to properly dispose of waste. The education of the boating community, as well as the community as a whole, has been the primary focus of the campaign marketing materials. The working group assisted in the development of marketing and outreach materials that outlined the key messages and concepts essential to the campaign: how boaters can properly dispose of their waste as well as the potential environmental harm caused by raw sewage.

Under the original Galveston Bay Estuary Program grant, the Kemah Portal and Jenobi, Inc. provided graphic design artwork for the marketing materials, including the *Pump It Don't Dump It* logo, see **Attachment D**. In March of 2010, Jenobi updated the logo to *Pump Don't Dump* because a marketing firm Image Resources, who is donating time and experience to the campaign, recommended shortening it to a three word phrase, since it statistically has more of an impact. Additionally, a for-profit company had informed the Galveston Bay Foundation that the *Pump It Don't Dump It* phrase was copyrighted; continued use of the phrase by Boater Waste Education Campaign may infringe on the rights of the company. The new *Pump Don't Dump* logo can be found in **Attachment E**.

Early in the campaign, the campaign focused on billboard advertisements and educational pamphlets. There have been two different styles of billboards. The *Keep Boater Sewage Out of Galveston Bay* Billboard – **Attachment F** – was run at two locations: 1) on FM 518 west and 2) at the intersection of Highway 146 and FM 2094. Both locations are near many of Clear Lake's marinas and boating population and the advertisements were intended for the boating community. The most recent billboard design **Attachment. G**, was created by Image Resources, an advertising firm that the Galveston bay Foundation consulted for the campaign. This second billboard design has a clear message that is aimed at the entire community. Located directly along I-45 north of Dixie Farm Road, the simple boat image and the clear message is visible to all the commuter traffic heading south, either on the way down to enjoy Clear Lake or Galveston

Island or on the daily commute to or from Houston. This, the newest billboard began in May 2010 and will continue through much of the 2010 summer boating season.

In 2009, the working group determined that the campaign materials needed to be updated to reflect damage caused to pump-out stations during Ike. The working group was tasked with determining which pumpout facilities were still in existence, consistently working, and a viable option for area boaters. In the process, all materials were redesigned to have a matching look—to create a recognizable campaign brand. *Boater Waste Mailing Insert*, **Attachment H**, was created and Clear Lake marina managers were encouraged to include information about the program in their monthly billings to their tenants. Most Clear Lake marinas have been willing to participate in this program—an active part of the campaign that directly reaches the boaters. Over 3,500 surveys have been handed out to date. Similarly, a *Boater Waste Survey* (and corresponding online survey located at <http://www.surveymonkey.com/s/KJDTT3J>) was created for inclusion in marina's monthly bills to tenants. The survey was created by the working group to try to get feedback from the boaters—why they do or do not use the pumpout facilities. A copy of the survey can be found in **Attachment I**. The responses received from these surveys will help the working group determine the direction and focus of the campaign in the future.

In order to reach people who enjoy to local, water-front restaurants, the committee came up with a creative solution: disposal coasters. The concept for the coasters was created by the Galveston Bay Foundation staff members. From there, a graphic designer donated time and resources to help create a design. After an initial consultation, the designer conducted research on how best to convey our vision and grab people's attention—since the patrons will be dining and not necessarily focused on their coaster. The designer came up with the idea of having one side as a map since maps are very eye catching. The designer created an initial design and then did a number of redesigns to please the committee. The final design can be found in **Attachment J**. To accommodate the restaurants in the area 30,000 coasters were order for just under \$4,000.

The working group also wanted to create advertisements for use in local magazines and for events focused on boaters. Two advertisements were created for the campaign: *Keep Our Waters Clean* advertisements (**Attachment K**) and *Thank You Marinas* advertisements (**Attachment L**). Both advertisements were created to match the mailing inserts that were created for the campaign. The *Keep Our Waters Clean* advertisement was made to send the message of the campaign: *The Facts, What To Do, and Where To Go*. By keeping the information simple and clear, the work group was hoping to grab audiences. The advertisement was placed in the Houston Boat Show program for January 2010 and June 2010 (see **Attachment M**) and was only modified to list the Galveston Bay Foundation's booth number, so show-goers would visit the *Pump Don't Dump* booth. At both shows, the full-page advertisement was placed either directly in front of or directly behind the boat show floor-map, in the middle section of the program. A *Thank You Marinas* advertisement was also created to publically thank the marinas who have pumpout stations, both public and private. The working group wanted to recognize the extra effort on the part of responsible marinas in addition to giving them the benefit of free

advertizing. This *Thank You Marinas* advertisement was placed in *Telltales* magazine for the months of May and June 2010.

To reach new boaters, the working group started working with the yacht brokers. Realizing that new boaters may not know what to do with their boater sewage, the working group approached the yacht brokers with a simple proposal: placing a small advertisement on the yachts up for sale to get the information directly to the new boating public. On September 3, 2009, two members of the working group gave a presentation at the monthly meeting of the Gulf Coast Yacht Broker's Association. The yacht brokers were very receptive; they want to make sure that the waters of Clear Lake and Galveston Bay stay beautiful, so their businesses stay lucrative. Therefore, a *No Discharge Zone Head* sticker, **Attachment N**, was created, again with the consistent look of the other *Pump Don't Dump* materials. The message and design of the sticker was concise: "You have purchased this vessel in a No Discharge Zone. Please pump-out boater sewage at an approved facility. For more information, please contact the Galveston Bay Foundation: (281) 332-3381, www.galvbay.org." In addition to the stickers, the working group was concerned that the yacht brokers may be unwilling to place light-adhesive stickers on their boats, so *No Discharge Zone* static clings, also **Attachment N**, were created to attach to a boat's bathroom mirror.

Besides educational materials, the Boater Waste Education Campaign also created promotional items to grab people's attention and to create a take-home reminder for the public. In January 2010 before the Houston Boat Show, 2000 *Pump It Don't Dump It* koozie were created, as seen in **Attachment O**. The koozies were given out at educational booths like the Houston Boat Show. These items were some of the most popular items, and lead to great success at drawing people's attention, bringing them over to an educational display, and keeping their attention long enough to explain our campaign and purpose. The Galveston Bay Foundation has gotten positive feedback from people and confirmation that they had visited their website after receiving a koozie at an event. Since they were so effective, 3000 additional koozies were ordered for the summer boating season, education booths, and for events like the Houston Boat Show, the Houston Fishing Show, and a Galveston Bay Foundation benefit event called Redfish Raftup. The second order of koozies was made with the new *Pump Don't Dump* logo with the same design and color scheme as the original.

Another promotional item that was created for the campaign were *Pump It – Don't Dump It* t-shirt as seen in **Attachment P**. The shirts were created with the intention of having a simple, attractive shirt that would relay the message to boaters from fellow boaters (wearing the shirt) within the boating community. The shirts are long-sleeved, navy t-shirts that have the *Pump It – Don't Dump It* logo in all white. While long sleeved shirts may not see as useful during the summer months, the work group knew that boaters would wear a quality long-sleeved shirt throughout the year, either because of the cold weather in fall and winter or to keep the sun off their arms in the spring and summer. The members of the working group were all given a shirt. Additionally, marina managers who participate in the *Pump Don't Dump* campaign are offered a

shirt. Finally, volunteers who regularly support the campaign's efforts, wear the shirt to education booths and boating events.

Finally, the online campaign was updated and improved. Prior to this grant, the Galveston Bay Foundation Boater Waste Education Campaign website created with the Galveston Bay Estuary

Program grant merely explained the campaign and its goals and had PDF downloads of the original educational information produced under the Galveston Bay Estuary Program grant as well as Texas Clean Marina Association educational

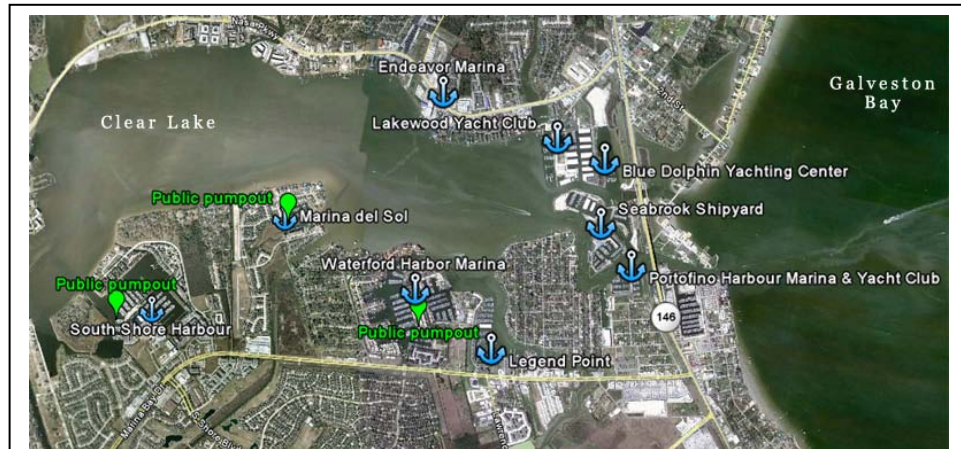


Figure 1
Clear Lake Pumpout Facilities map on the Boater Waste Education Campaign website.

materials. The funding from this grant took the available web information and education to a new level. The campaign website, www.galvbay.org/education_boaterwaste.html, was overhauled to have a clean look with easy to find information. Now, the page has a *Clear Lake Pumpout Facilities* map (www.galvbay.org/images/pumpout%20map.jpg) that plainly shows the locations of the pumpout facilities around Clear Lake. Short videos were shot, edited, and uploaded to youtube.com, with links and icons (see Figure 2, 3, and 4) on the campaign's webpage. The first video created *How to Pumpout Your Boat* online video, located at www.galvbay.org/education_boaterwaste.html. This 3 minute and 30 second video gives basic



Figure 2 Online Video: How To
The *How to Pumpout Your Boat* online video can be found online at www.galvbay.org/education_boaterwaste.html.

information about how a boat owner can use a self-serve pump-out facility. GBF staff shot this video with assistance from both mobile pumpout companies, Maritime Sanitation and Bay Area Sanitation Engineering, as well as multiple marinas. This video was also made into a DVD that could be handed out at marinas and at education booths. The DVD also includes a short video of GBF's president Bob Stokes explaining the Boater Waste Education Campaign and why properly pumping out vessels is important.

Since each marina has a different pumpout system, the working group extended an invitation to most Clear Lake marinas to create individual marina's pumpout videos.

Two marinas and both mobile marine sanitation companies agreed to work with the Galveston Bay Foundation staff to create videos. The marina managers were interviewed giving the specific information about their marina's pumpout facilities. On the video, a map highlighted with the pumpout location also gives the GPS coordinates of each pumpout facility. The videos also include the pumpout process at each marina, telephone numbers, and why pumping out is important to each representative. The videos for the mobile pumpout companies are very similar with the addition of explaining their convenient services. The campaign included the mobile pumpout companies' videos because their services are a very popular option for the boaters on Clear Lake and in Galveston Bay. Additionally, the mobile pumpout companies have been very helpful members of the campaign always willing to assist the committee and promote clean water.



Figure 3
Public Pumpouts Videos
The *Pump Don't Dump: Marina Del Sol* (above) online video can be found online at www.youtube.com/user/GBayFoundation#p/a/u/0/g06OS0zTjzo. The second video icon, *Pump Don't Dump: SouthShore Harbour* is the link on the Boater Waste Education Campaign website that sends viewer to www.youtube.com/user/GBayFoundation#p/a/u/2/Kp-DV_IMerE.



Figure 4
Mobile Pumpouts Videos
On the Boater Waste Education Campaign website, there are two mobile pumpout videos: *Pump Don't Dump: B.A.S.E. - Bay Area Sanitation Engineering* (www.youtube.com/user/GBayFoundation#p/a/u/0/JkXozVFr6Es) and *Pump Don't Dump: Maritime Sanitation* (www.youtube.com/user/GBayFoundation#p/a/u/1/Pxv_56OLk80).

Task 3. Develop outreach schedule and distribution plan

The committee routinely discussed various ways to promote the concepts of the Boater Waste Education at meetings. The working group contacted marinas and popular boating events (i.e., Houston Boat Show) to schedule outreach presentations and booth displays. All of the materials listed in Task 2 were made available to work group members who worked to distribute them throughout the Clear Lake area. Furthermore, Galveston Bay Foundation representatives have hosted education exhibits throughout the Clear Lake area to ensure one-on-one interaction with boaters. Education exhibits include copies of printed materials mentioned above (brochures, koozies, and display), a mock-up pump-out station, an opportunity to sign-up to receive more information about sewage discharge and boater training, and other relevant literature provided by

Texas Sea Grant and the Texas Clean Marina Association. Please see **Attachment Q** for a list of these events. A total of 10,000 mailing inserts—also used as flyers at events— (**Attachment H**), 8,500 surveys (**Attachment H**), and 5000 koozies (**Attachments O**) were printed for distribution at these events. The Galveston Bay Foundation worked with the Clean Texas Marina Program during Boater Waste Education campaign events. The Galveston Bay Foundation was extremely pleased with the number of volunteers that continually signs up to help with education booths (**Attachment Q**). More than 75 individuals volunteered to help teach the public during that same time frame. Since the Boater Waste Education Campaign mostly focused on large, community events, a tally of attendance was unable to be gathered. However, over 20 people joined the Boater Waste Education Campaign work group, over 75 volunteers assisted at Boater Waste Education Campaign events, nearly all of the Clear Lake marinas have been contacted (**Attachment R**) and thousands of flyers, mailing inserts, and surveys have been given out.

Throughout the grant cycle, GBF has promoted the campaign in Houston Boat Show event programs, Telldales Magazine, Texas Fish & Game Magazine, and the *GBF Gazette*; on the campaign webpage web page (www.galvbay.org/education_boaterwaste.html); displaying online articles at wiredin.cc (www.wiredin.cc/green_thing/); as well as sending education booth emails to colleagues, members, and partners. A complete list of our media outlets can be found in **Attachment S**. Additionally, the working group consulted with a marketing specialist, Image Resources, to create an advertising plan. The consultants were instrumental in getting our educational and promotional materials printed, as well as getting the message in billboard and printed ads. The focus of cycle 14 will be to get the campaign into television and radio ads.

Additional Results

In 2008, the work group members met with local government representatives from the City of Houston and City of Seabrook to discuss the enforcement aspect of the issue. The representatives expressed significant support and interest in the project. Work group members also met with Sergeant Johnny Longoria to discuss involvement of Texas Parks and Wildlife and increase in enforcement of dumping statutes. In 2009, work group members met with the mayor of Seabrook to ascertain the willingness of local government participation in increasing pumpout facilities. The local governments are open to helping with the project; communication is ongoing.

The Galveston Bay Foundation's 2009 summer legal intern conducted a thorough review of the laws and regulations surrounding the issue of illegal dumping. The tables included in **Attachment M** summarize the laws and regulations of the federal government and other states and how those states have approached the issue of boater waste. This information will be useful in advocating for the strengthening of Texas' current regulations and will aid the work group in determining how to proceed with the legislative and/or enforcement aspect of the project.

Conclusions and Lessons Learned

The Boater Waste Education Campaign addresses the issue of illegal boater waste discharge through targeted outreach and education to boaters in the Clear Lake area. The campaign was very well received in the Clear Lake community. GBF was pleased with the progress that was made with the campaign in 2008, 2009, and thus far in 2010. The BWEC plans to continue coming up with new and exciting ways to reach the public for Coastal Management Program's cycle 14 grant.

As shown by the number and diversity of work group members (**Attachment A**), GBF had no problem recruiting stakeholders to form part of the work group committee. The Clear Lake community showed sincere interest in tackling this environmental issue. Marina owners and managers who became involved in the project were willing to help with all aspects: sending flyers and questionnaires to their tenants, participating in the work group, and helping with education displays. Work group committee members contributed to the project in different ways: the Texas Clean Marina Association was instrumental in providing sample brochures and signage and keeping the committee updated with impacts from the legislations changes from Senate Bill 2445. The Kemah Portal and Jenobi, Inc. provided graphic design artwork for the marketing materials. The Clear Texas Marina Association played an important role in facilitating communication between the work group and Clear Lake marinas. Boaters reached during the events and exhibits were also very supportive of the project: they were willing to learn about the issue, requested additional information and commented on the importance of the campaign. Overall, GBF believes the campaign is highly valued in the Clear Lake community.

The work group faced several challenges during execution of the project. One of the main obstacles faced during the development of the campaign was the lack of pumpouts on Clear Lake. To address this issue, GBF began meeting with marina managers one-on-one meetings with marina managers. At these meetings, work group members tried to educate marina managers about the issue and the current regulations and consequences, and will provide feasible alternatives (i.e. educate them on the funding available to pay for the installation and maintenance of pump-out station and the services provide by Maritime Sanitation). However, many marina owners and managers do not feel that it is the marinas' responsibility to offer pumpouts as an option, but rather insist that pumpouts should be located on local government property or at fuel stations. During the next grant cycle, GBF will focus energy to getting a pumpout on local fuel docks as well as possible local government support. Additionally, Image Resources, a Houston-based marketing firm, agreed to help GBF with the Boater Waste Education Campaign, and potentially donate time to the project. Unfortunately, due to the fact that the time is being donated, there have been many delays in printing materials and garnering billboard advertisements. While, the products that were received were very high-quality and substantially cheaper

than the contracts the Galveston Bay Foundation had made in the past, there were significant delays.

Continued Goals

During the grant cycle, GBF and the work group hopes to evolve and expand the campaign. First, the committee would like to continue the distribution of the campaign message through printed and outdoor advertisement and through direct mailings to boaters. Overall, Galveston Bay Foundation concludes that the mailing of flyers directly to tenants, signage at marinas, and billboards are a very effective way of communicating the campaign message. Directly reaching the public is pivotal in the goals of the campaign. The Galveston Bay Foundation is excited to expand focus of the campaign from printed materials to include television and radio spots. The Galveston Bay Foundation will be further working with Image Resources to create the radio and television campaigns. Additionally, the Galveston Bay Foundation would like to increase the involvement of marinas not currently involved with the campaign as well as increase the number of pumpout stations. For people to take the “No Discharge” law in Clear Lake more seriously, the committee will try to find ways to increase local enforcement by continuing communication with Texas Parks and Wildlife and local governments. In addition, the committee hopes to garner local government support with potential passing of city ordinances mandating pumpout stations within their jurisdiction and encouraging local government-owned pumpout facilities. An overreaching goal of the campaign is to increase the number of pumpouts on Clear Lake—potentially with the help of Texas Parks and Wildlife and local government entities. Finally,

Attachment A – Working Group List

Boater Waste Education Campaign Work Group

LAST	FIRST	ORGANIZATION
Anders	Tiffany	Galveston Bay Foundation
Cordes	Joan	Lakewood Yacht Club
Coker	Cindy	
Davis	Mel	Kemah Portal
Demmeck	Emily	Galveston Bay Foundation
Dionne	Russ	
Ellis	Shayne	Houston Safe Boating Council
Fannin	Paul	
Fosdick	Raymond	Bay Area Sanitation Engineering
Gale	Terri Staton	CSC Chemical, Energy and Natural Resources Group
Gammill	Steve	Green Marinas,
Gernhardt	Lori	Gulf Coast Waste Disposal
Greul	Brian	Texas Shirt Company
Guillen	George	UHCL
Hall	Lynda	Clear Lake Marina Association
Hollin	Dewayne	Clean Texas Marina, TAMU
Johnson	Casey	TMDL Project Manager
Johnson	Steven	GBEP
Jones	Scott	Galveston Bay Foundation
Kropf	Philip	TMCA - Past Commodore
Longoria	Johnny	TPWD
Lyon	Jim	Maritime Sanitation, Inc.
Massey	Julie	Galveston County Marine Extension
Masterson	Carl	H-GAC
McCauley	Ericka	Galveston Bay Estuary Program
McKinley	Gena	H-GAC
McVicker	Autie	Maritime Sanitation, Inc.
McVicker	Trace	Maritime Sanitation, Inc.
Meryer	Andrea	

Meryer	Thomas	
Miller	Ken	TCEQ Region 12
Miller-Marshall	Lisa	Galveston Bay Foundation
Mintzer	Julie	Galveston Bay Foundation
Moses	Dale	Grayson County TPWD
Murphy	Jack	City of League City
Noan	Chuck	TCEQ Clean Water Sticker Program
Paige	Helen	Marina Bay Harbor
Schultz	Ronnie	Galveston County Health District
Silvers	Garson	El Lago Marina
Sowert	Richard	
Steffan	Phil	TPWD Dickinson office
Stewart	Marie	
Stokes	Bob	Galveston Bay Foundation
Tipton	Hilde	
Tucker	Cheryl	Watergate Yachting Center
Tuma	Scott	City of League City
Van Zandt	Beverly	Higgins, Smythe & Hood Yachts
Wright	Jean	Houston-Galveston Area Committee

Attachment B – Initial Meeting Agenda

**Boater Waste Education Campaign Meeting
Wednesday, June 24, 2009
GBF Office**

- I. Introductions**
- II. Review and Evaluation of 2008 campaign**
- III. Discussion of existing materials**
- IV. Review of Legislation**
 - SB2445
 - Galveston Bay - “No Discharge Zone”
- V. Campaign focus for 2009**
 - Continue education – new materials?
 - Encourage installation of new pump-out stations
 - Seek support from local governments
 - What else?
- VI. Other Updates**
- VII. How Can You Help?**
 - Recruit new committee members.
 - Provide connections with boating community and/or local governments
- VIII. Next Meeting – Wednesday, July 29**

Attachment C – Working Group Meeting Schedule

Work Group Meeting Schedule

Date	Location
June 24, 2009	GBF Office
July 29, 2009	GBF Office
August 19, 2009	GBF Office
September 30, 2009	GBF Office
October 28, 2009	GBF Office
November 4, 2009	GBF Office
December 16, 2009	GBF Office
January 27, 2010	GBF Office
February 24, 2010	GBF Office
March 31, 2010	GBF Office
April 28, 2010	GBF Office
May 26, 2010	GBF Office
July 8, 2010	GBF Office

Attachment D – Original Campaign Logo



Attachment E – Updated Campaign Logo




Attachment F – Billboard, *Keeping Galveston Bay Clean*



Attachment G – Billboard, *Pump Don't Dump*



Attachment H – Mailing Insert




**PUMP
DON'T DUMP**

**KEEP OUR
WATERS CLEAN!**

Discharging boater sewage into the water releases disease-causing microorganisms and can render the water unsuitable for swimming and recreational use.

Additionally, sewage can lead to depressed oxygen levels resulting in fish kills.



www.galvbay.org

Restrictions:

Untreated boater sewage may **NEVER** be discharged into Texas waters inside 3 miles of the Gulf Coast. It is **illegal** to discharge untreated waste into Galveston Bay.

Clear Lake is a federally-designated 'No Discharge Zone'. It is **illegal** to discharge both treated **AND** untreated sewage into Clear Lake.

In order to properly dispose of boater waste, you must use an approved pump-out device, station, or service.

Pump-out Locations:

- Endeavour Marina (832) 864-4000
- Marina Del Sol (281) 334-3909
- South Shore Harbor (281) 334-0515
- Waterford Harbor Marina (281) 332-4440



Mobile Pump-out Services:

- Maritime Sanitation (281) 334-5978
- Bay Area Sanitation Engineering (BASE) (713) 893-0187

This pamphlet was created by the **Galveston Bay Foundation**.

The mission of the Galveston Bay Foundation is to preserve, protect and enhance the natural resources of the Galveston Bay estuarine system and its tributaries for present users and for posterity.

For more information, please contact the Galveston Bay Foundation:
281.332.3381 • www.galvbay.org



This project is funded in part by a grant from the Coastal Coordination Council pursuant to National Oceanic and Atmospheric Administration award No. NA08NO04190455.

Attachment I – Mailing Survey



The Galveston Bay Foundation's Boater Waste Education Campaign is working to decrease the incidence of boater sewage discharge into Galveston Bay and Clear Lake through targeted outreach and education to boaters. Please take a moment to fill out this survey and send it back to us. Your comments are important to us. All surveys will remain anonymous and will help us to keep our waters clean! This survey is available online at:

www.galvbay.org

Click on the Pump Don't Dump logo on the left hand side of the screen.

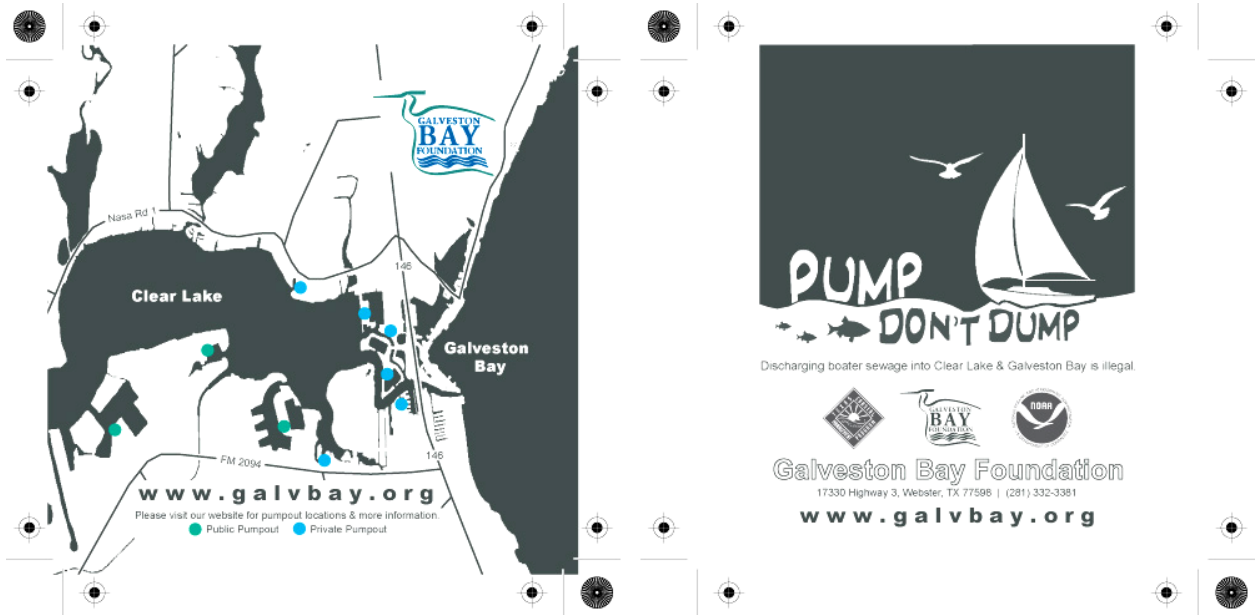
What size is your boat in feet? _____ Do you live aboard? Yes _____ No _____
 How many times monthly do you take your boat out during the boating months? Never _____ 1-3 times _____ 4-9 times _____ more than 8 _____
 What do you consider your primary boating activity? Cruising _____ Skiing _____ Fishing _____ Other: _____
 Where do you go boating? Clear Lake _____ Galveston Bay _____ Other: _____
 Where do you buy your fuel? 3 Amigos _____ Endeavour _____ South Shore Harbour _____
 Do you have a head on your boat? Yes _____ No _____ If yes, do you use it? Yes _____ No _____
 If you have a head, is your y-valve locked at all times? Yes _____ No _____ Don't know _____
 If no, did you know it is required by law to have it locked at all times (unless 3 miles or more out in the Gulf of Mexico)? Yes _____ No _____
 If you have a head, is your sewage pumped out? Yes _____ No _____
 If yes, where or by whom do you have it pumped out? Marina _____ Professional Service _____
 If no, why not? Don't know how _____ Inconvenience _____ Too expensive _____ Don't know where _____ Other: _____
 If no, are there any changes that could be made that would convince you to begin pumping out? _____



This project is funded in part by a grant from the Coastal Coordination Council pursuant to National Oceanic and Atmospheric Administration award No. NA48BN054190458.



Attachment J – Coaster Design



Attachment K – Advertisement, *Keep Water Clean*



**PUMP IT
DON'T DUMP IT**

KEEP OUR WATERS CLEAN!

<u>THE FACTS</u>	<u>WHAT TO DO</u>	<u>WHERE TO GO</u>
<ul style="list-style-type: none">• Boater sewage degrades water quality• Untreated sewage can never be released into Clear Lake or Galveston Bay	<ul style="list-style-type: none">• Always pump out at approved pump-out stations• Always support marinas designated as Clean Texas Marinas. For more information visit www.cleanmarinas.org	<ul style="list-style-type: none">• For a list of pump-out locations visit www.galvbay.org• For more information, please contact the Galveston Bay Foundation at (218) 332-3381

This project is a joint effort of the Galveston Bay Foundation (GBF) and community partners. GBF's mission is to preserve, protect and enhance the natural resources of the Galveston Bay estuarine system and its tributaries for present users and for posterity. GBF is a non-profit organization under Section 501 (C)(3) of the Internal Revenue Service Code.



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www.galvbay.org

Attachment L – Advertisement, *Thank You*



THANK YOU...

**Lakewood Yacht Club,
Marina Del Sol,
South Shore Harbor, &
Waterford Harbor Marina,
for investing in clean water.**

**Doing their part to keep
Galveston Bay clean!**




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www.galvbay.org


Attachment M – Advertisement, Programs



KEEP OUR WATERS CLEAN!

<u>THE FACTS</u>	<u>WHAT TO DO</u>	<u>WHERE TO GO</u>
<ul style="list-style-type: none">• Boater sewage degrades water quality• Untreated sewage can never be released into Clear Lake or Galveston Bay	<ul style="list-style-type: none">• Always pump out at approved pump-out stations• Always support marinas designated as Clean Texas Marinas. For more information visit www.cleanmarinas.org	<ul style="list-style-type: none">• For a list of pump-out locations visit www.galvbay.org• For more information, please contact the Galveston Bay Foundation at (281) 332-3381

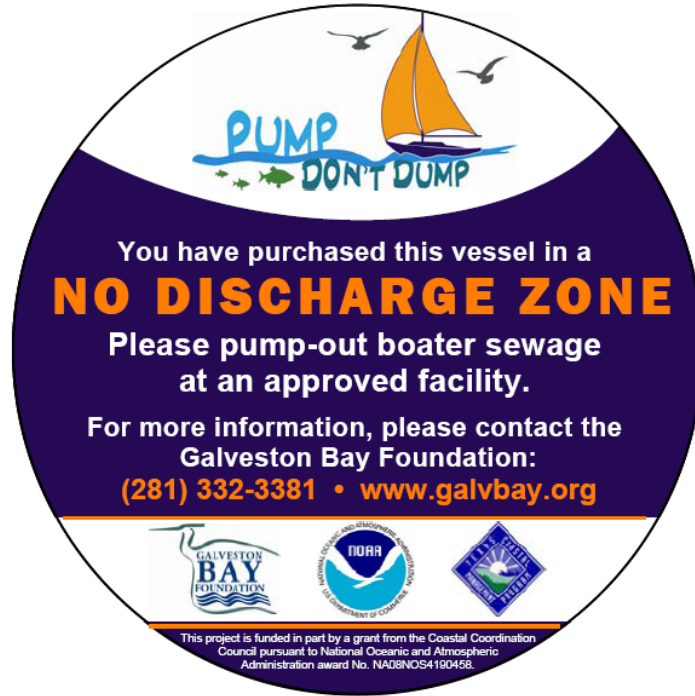
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Come visit us at Booth 159! www.galvbay.org

Attachment N – Head Sticker and Cling Design



Attachment O – Original Koozie



Attachment P – T-shirt Design



Attachment Q – List of Distribution Events

Date	Event	Location	Representative
1/2/2009- 1/11/2009	Houston Boat Show	Reliant Center	David Massingill, Gerald Pilcik, Anne Sweeney, Mark Myers, Woodie Brotemarkle, Beverly Van Zandt, Becky and Bill Edmondson, Linda Burton
3/4/2009- 3/7/2009	Houston Fishing Show	Convention Center	Ian Ramsbottom, Pat and Nancy Eaves, Mary Mann, Pam Domingue
3/7/09	Catch the Wave		Erin Wiedower, Jason Teng
8/1/09	Counting Crows	Sam Houston Race Park	Jon Maddox - LyondellBasell
9/3/09	Gulf Coast Yacht Brokers Association	Lakewood Yacht Club	Helen Paige, Lynda Hall
9/6/2009- 9/7/2009	Redfish Raft-Up	Clear Lake	Tiffany Anders, Emily Demmeck, Chris Demmeck, Bob Stokes, Tim Burk, Lyndsey Howell, Tiffany Anders, Julie Mintzer, Breck Sacra, Gene Fisseler
9/25/09	Harvest Moon Regatta Captain Meeting	Lakewood Yacht Club	Mary Mann
1/8/2010- 1/17/2010	Houston Boat Show	Reliant Center	Barb Schetter, Terri Bolter, Erin Widower, Kelsey Jarrett, Kiara Redmon, Guadalupe DeLaRosa, Mike Garcia, Phillip Tussing, Alexandra Tussing, Guadalupe DeLa Rosa, Catherine Rodriguez, Maria Rodriguez, Tommy Holmes, Julie Mintzer, John Bolmanski, Kayleigh Finley, Cindy Bartos, Kayleigh Finley, Scott Bird, Lambert Brotemarkle, Scott Deboyes, Julie Mintzer, Kayleigh Finley, Bonnie Parker, Kayleigh Finley, Steve Gammill, Janis Williams, Leticia Johnson, 4 north shore surf club volutneers, Thea Curry Fuson, Matthew Thomas Fuller, Lynda Lee Leising, Carolyn White, Kayleigh Finley, Jim Hogan and step child, Ken Lutschg, Meghan Zimmerman, Dennis Cerda, Pam Farmer, and Emily Demmeck
1/10/2010- 1/13/2010	International Association of Marine Investigators conference	Moody Gardens, Galveston	Diana Stevens
3/6/2010	NatureFest	Humble	Guadalupe DeLa Rosa, Kayleigh Finley, Scot Jones

3/6/2010	Rice University's Good Works Internship and Career Fair	Rice University	Kayleigh Finley
3/3/2010-3/7/2010	Houston Fishing Show	George R. Brown Convention Center	Scott Bird, Terry Marshall, Kelly Stewart, Jim Hogan, Ranjana Martinez, Kayleigh Finley, Tiffany Anders, Michael Garcia
3/7/10	Houston Fishing Show	George R. Brown Convention Center	Kevin Goodman, Alice Mondshine, Kelly Stewart, Kayleigh Finley
4/10/2010	The Woodlands Earth Day Festival	The Woodlands High School	Kayleigh Finley
4/21/2010-4/22/2010	KBR Ecofest	KBR	Emily Demmeck, Bob Stokes
4/22/2010	BHP Billiton Petroleum Earth Day Fair	BHP Billiton Petroleum	Emily Demmeck, Bob Stokes
4/25/2010	Armand Bayou Nature Center Earth Day Fest	Armand Bayou Nature Center	Crystal Patrick
6/9/2010-6/13/2010	Houston Boat Show	Reliant Center	Holly Frantz, Richard Keller, Mike Garcia, Richard Miller

Attachment R – List of Marinas Contacted

Name	Location
Legend Point Marina	Clear Lake
Clear Lake Marine Center	Clear Lake
Marina Del Sol	Clear Lake
Portofino Harbour Marina	Clear Lake
Watergate Yachting Center	Clear Lake
Lakewood Yacht Club	Clear Lake
Marina Bay Harbor	Clear Lake
Constellation Point	Clear Lake
Waterford Yacht Club	Clear Lake

Attachment S – List of Media Outlets

Media Type	Name/Company	Details	Month	Distribution #
Billboard	Clear Channel	FM 518 NS east of Gulf Freeway facing west	October 2008-January 2009	Not available
Billboard	JGI #110	Hwy 146 at FM 2094	October 2008- June 2010	35,520 cars per day
Billboard	JGI #566	1-45 3/10th mile N of Dixie Farm Road	May 2010, June 2010	206,000 cars per day
Event Program	Houston Boat Show	Full-page, color ad	January 8-17, 2010	125,000 visitors annually
Event Program	Houston Boat Show	Full-page, color ad	June 9-13, 2010	125,000 visitors annually
Magazine	Texas Fish & Game Magazine	Full-page, color ad	June	89,806 total, 2081 subscribers in the Clear Lake and Galveston area
Magazine	Telltales Magazine	Full-page, color ad	May, June	13,000 monthly distribution
Magazine	Telltales Magazine	Quarter-page, color ad	May, June	13,000 monthly distribution
Online Magazine	Wiredin.cc	Webpage, Green Thing, video-interview	2009-2010	Not available