

The 2020 California Boater Kit Feedback Report



Presented by
**California State Parks and California Coastal Commission's
Boating Clean and Green Program, and The Bay Foundation**

This report is partially funded by
the California State Parks Clean Vessel Education Program
and the Federal Clean Vessel Grant Act Program.

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The California Boater Kit Feedback Survey

Introduction

The California Boating Clean and Green Program (BCGP) is a statewide program whose main objectives are to educate boaters about clean and safe boating practices and to provide technical assistance to marinas and local governments to increase the availability of environmental services for boaters. The program is jointly implemented by the California State Parks and the California Coastal Commission. The program was established in 1997 and it has four components: 1) Research, 2) networking, 3) technical assistance, and 4) education and outreach. The program uses a multifaceted outreach approach to fulfill its objectives.

The Bay Foundation (TBF) is a non-profit environmental organization founded in 1990 to restore and enhance Santa Monica Bay and local coastal waters. TBF works with a range of stakeholders, including government agencies, environmental groups, local communities, industry, and scientist to create and put into action innovative policies and projects that conserve natural habitats both on land and underwater. TBF's Boater Education and Outreach Program was initiated in 1996 and is dedicated to the reduction of ocean pollution generated by boating activities.

The BCGP and TBF (Partners) have been partnering since 2001 in the implementation of several programs including the California Dockwalker Program. Dockwalkers are partners who inspire and educate boaters and other recreators about safe and environmentally sound boating practices. Dockwalkers distribute California Boater Kits which includes educational materials and pollution prevention materials while visiting marinas, boat launch ramps, boat shows, and events.

The California Boater Kit (Kit) is the main outreach tool for Dockwalkers and Partners. The Kit targets best management pollution prevention practices related to the following pollutants: oil, sewage, marine debris, household hazardous waste, and toxic wastewater. The Kit highlights local environmental services such as sewage pumpouts, used oil and oil filter recycling facilities, and County household hazardous waste collection centers. Materials found in the Kit include both publications and resources, such as oil absorbents, fuel bib, "ABCs of California Boating", "Environmental Boating Laws Every Recreational Boater Should Know", "Boating Clean and Green" Binder Card, and depending on the region corresponding tide books, clean boating maps, and/or additional region-specific educational literature. The Kit and its components were specifically designed to prompt boaters to take action and implement at least one of the Program's recommended best management practices. Boaters receive a Boater Kit after completing a [brief questionnaire/pledge](#). This questionnaire helps to identify gaps in environmental knowledge and better target future education efforts. Upon completion of the questionnaire, boaters have the option of providing Partners with their email addresses to receive additional clean boating information in the future.

Every year Dockwalkers and Partners distribute approximately 5,000 Kits throughout the state. Since 2000, Dockwalkers and Partners have distributed over 90,000 Boater Kits.

Purpose

To gain insight on Boater Kit use and preferences of resources within the Kit, in 2020 Partners created and distributed a Boater Kit Feedback Survey. Survey findings will assist Partners in improving the Boater Kit and its content in the future and reduce or eliminate unnecessary educational materials.

Methodology

In 2020, Partners and Dockwalkers distributed Boater Kits and administered the Boater Kit questionnaire using different outreach strategies due to COVID-19. Before shelter in place orders went into effect, Partners and Dockwalkers attended few in-person boating events. After March 2020, Partners focused on online educational campaigns and webinars. As COVID-19 restrictions were lifted in specific Counties, some Dockwalkers were able to safely distribute Boater Kits and conduct boater education using the safety guidelines recommended by Partners. As a result of 2020's outreach throughout the boating season, 1,995 boater questionnaires were collected.

From the 1,995 Boater Kit questionnaires received in 2020, 651 questionnaire respondents included their email address. Partners followed up with boaters who provided their email addresses to request their participation in the Boater Kit Feedback Survey. Partners created two Feedback Surveys hosted by Google Forms (one for [Northern California](#) and one for [Southern California](#)) to take into account variations in the Boater Kit content for each region. A psychometric response scale was utilized in the Boater Kit Feedback Survey. In the Survey questions, responders specified their level of agreement to a statement typically in five points: (1) Strongly agree; (2) Agree; (3) Neither agree nor disagree; (4) Disagree; (5) Strongly disagree.

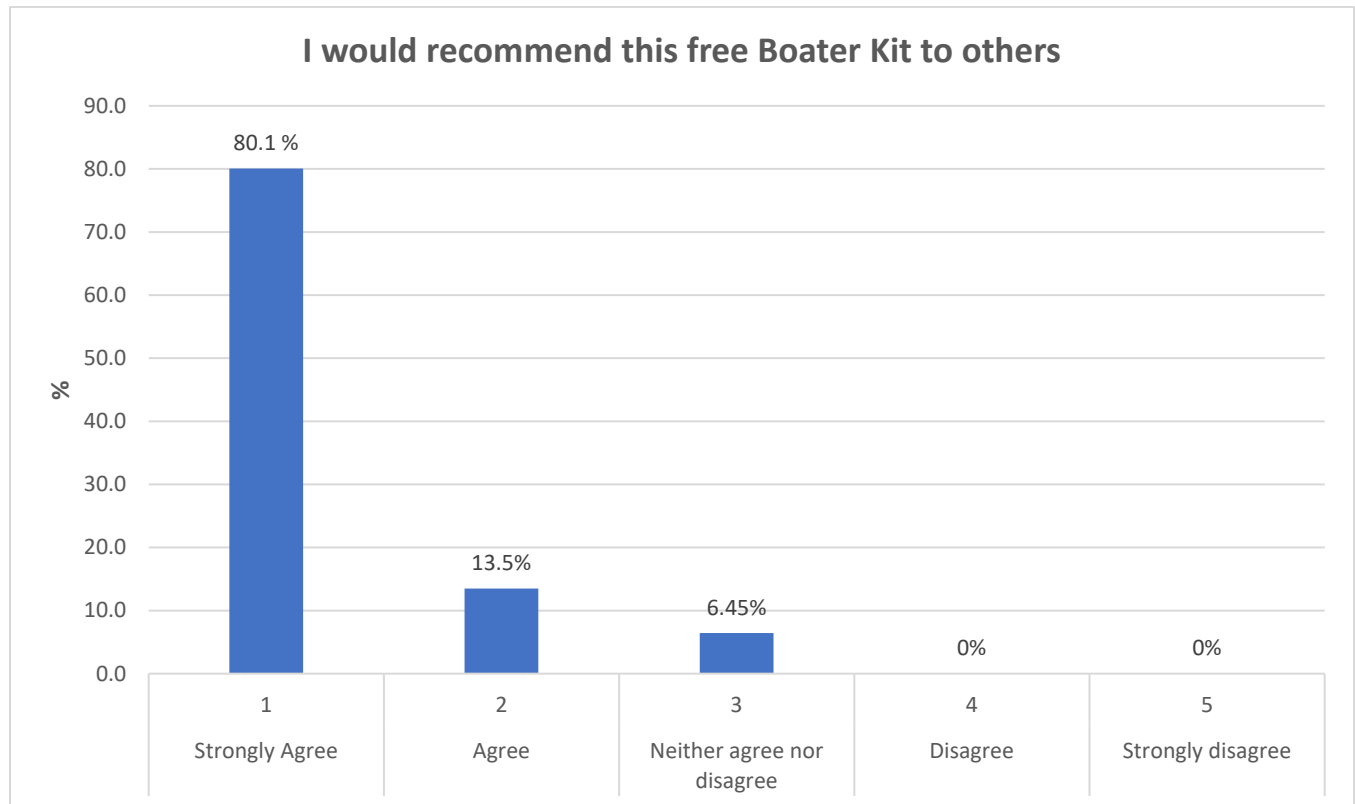
The 2020 Boater Kit Feedback Survey had a 20% response rate. A total of 125 boaters participated, with 64 Northern CA survey respondents and 61 Southern CA survey respondents. These responses represent 90% confidence level (6.6% error).



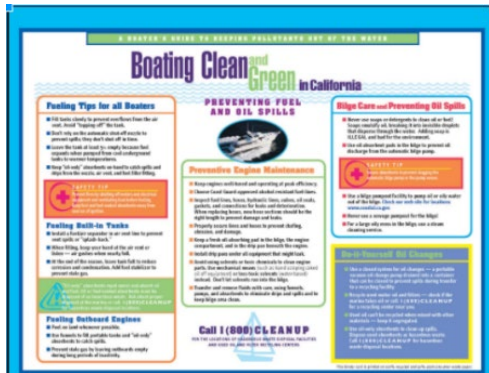
Dockwalker conducting boater education prompted by the Boater Kit and its questionnaire.
Source: The Bay Foundation

Results

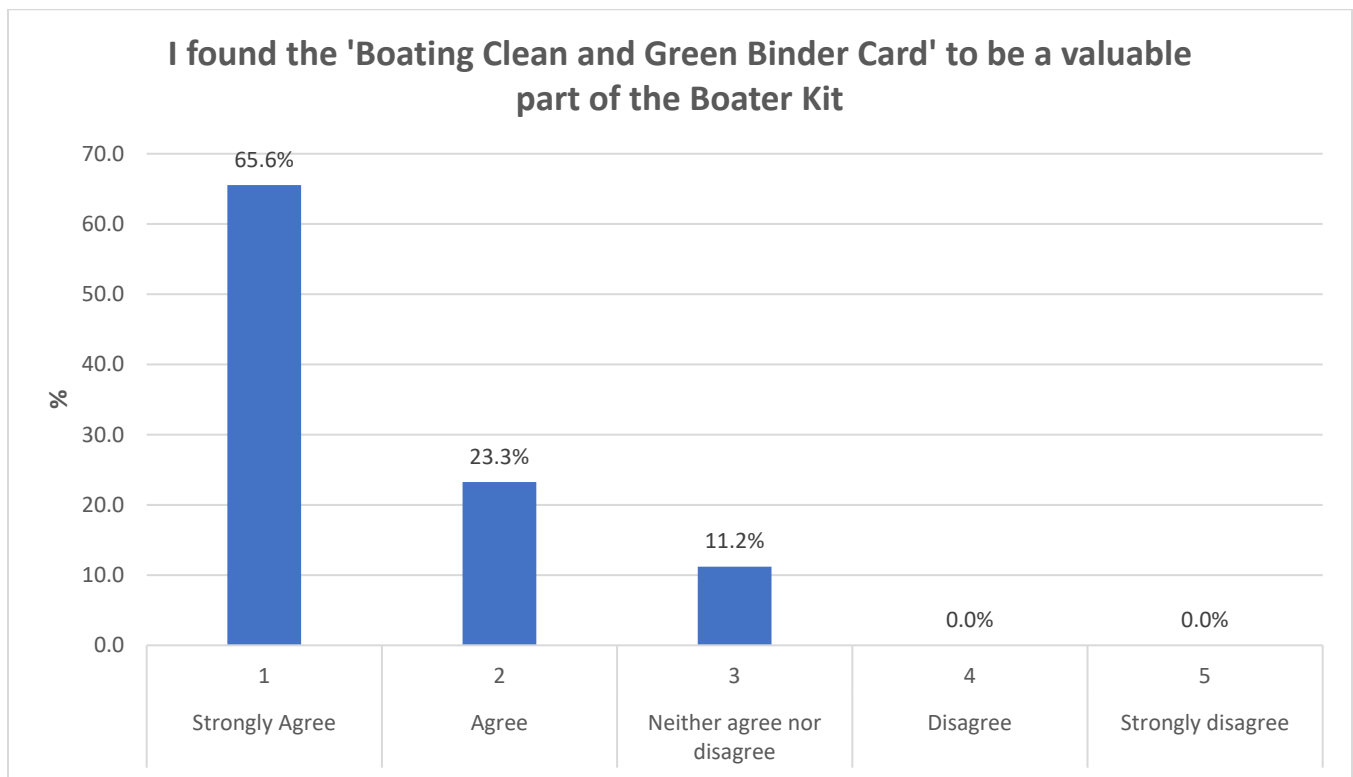
Over 90% of the respondents (93.6%) would recommend the California Boater Kit to others. About 6% did not have a specific opinion about recommending the Kit to other boaters.



Boating Clean and Green Binder Card



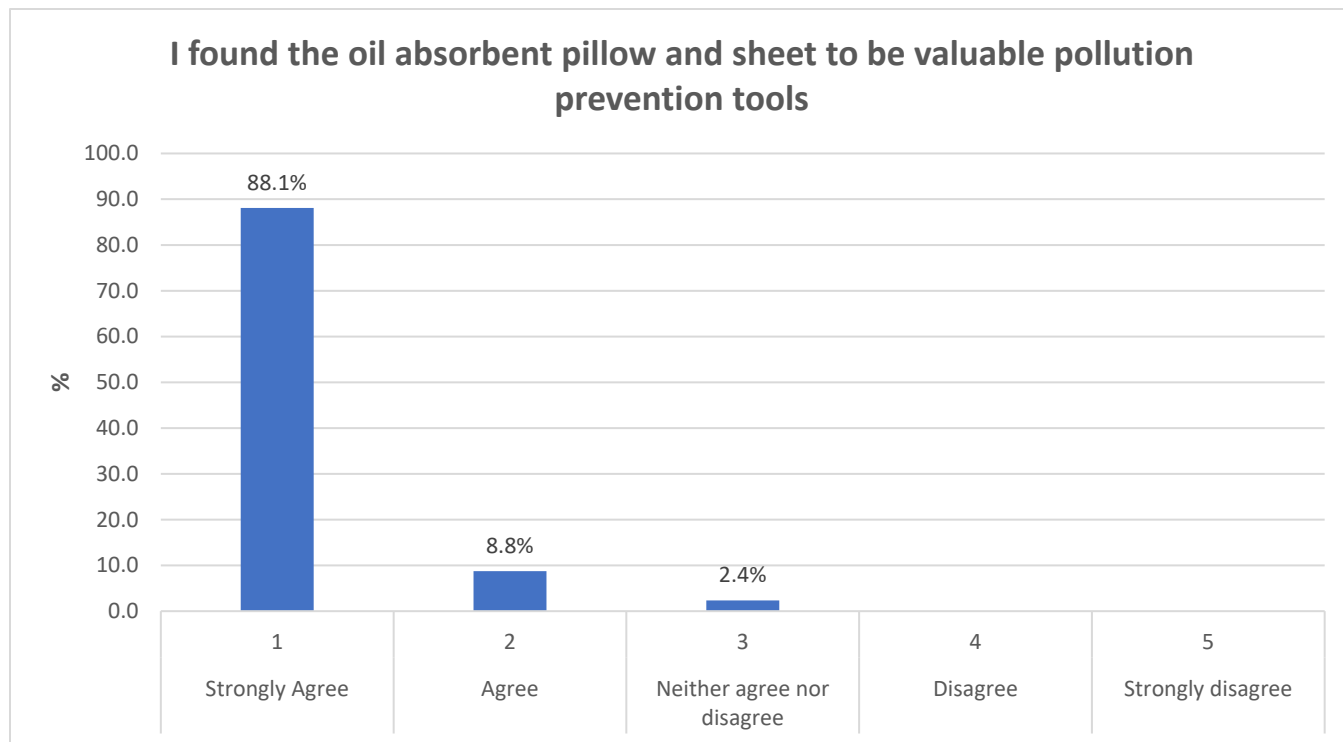
About 89% (88.9%) of the Boater Kit recipients found the *Boating Clean and Green Binder Card* to be a valuable part of the Boater Kit. 11% of the respondents “neither agree nor disagree” /did not have an opinion about the value of this publication.



Oil Absorbent Pillow and Oil Absorbent Sheet



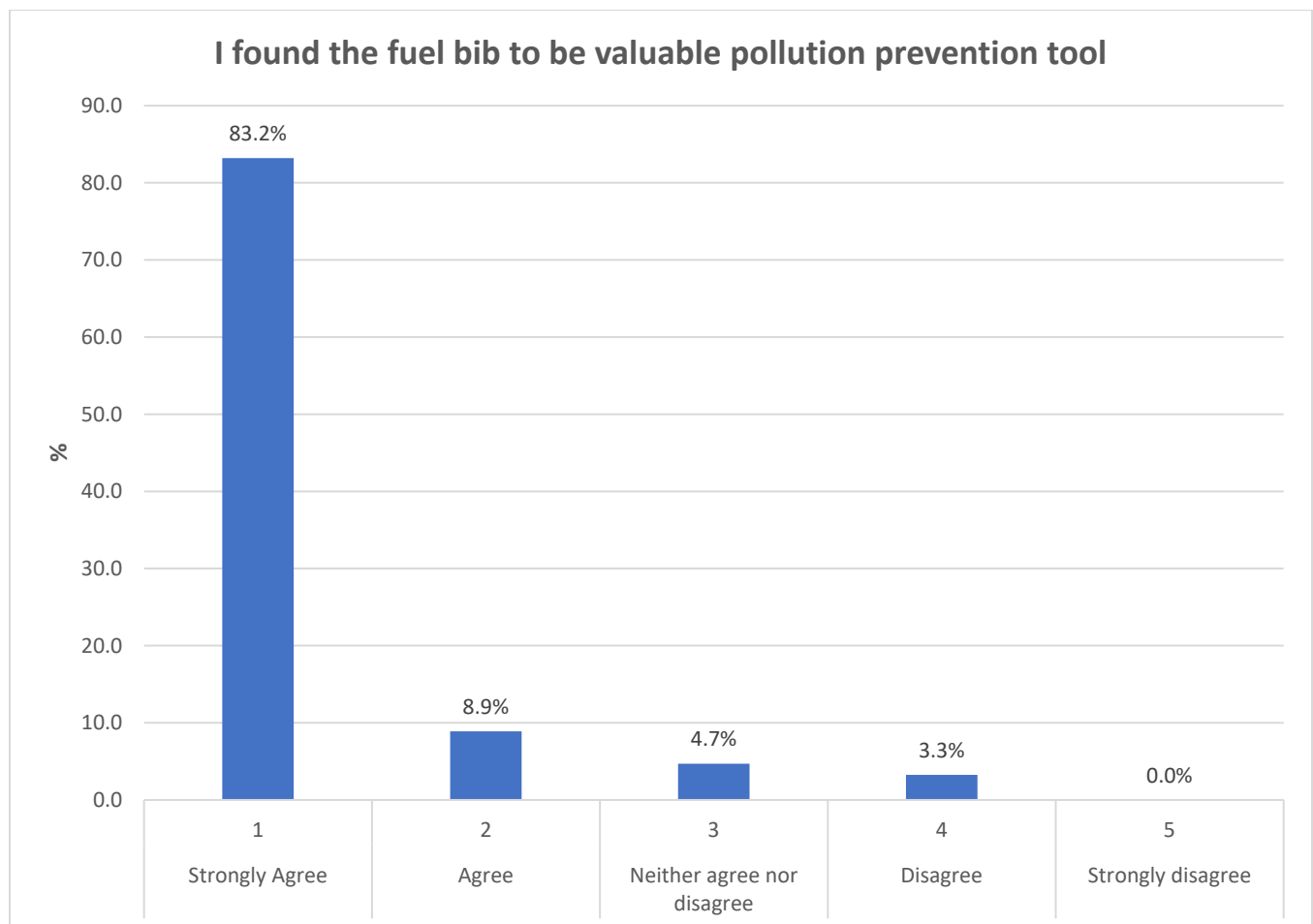
97% (96.9%) of respondents found both the oil absorbent pillow and oil absorbent sheet to be valuable pollution prevention tools. Only 2% of the respondents “neither agree nor disagree” with this pollution prevention tool pamphlet being a valuable component of the Boater Kit.



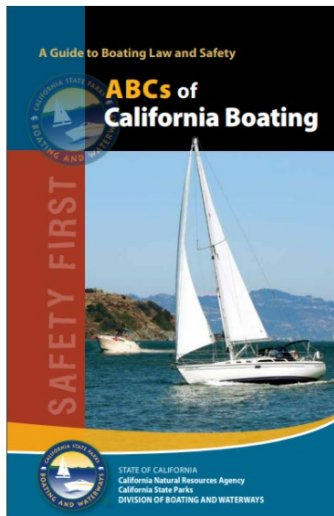
Fuel Bib



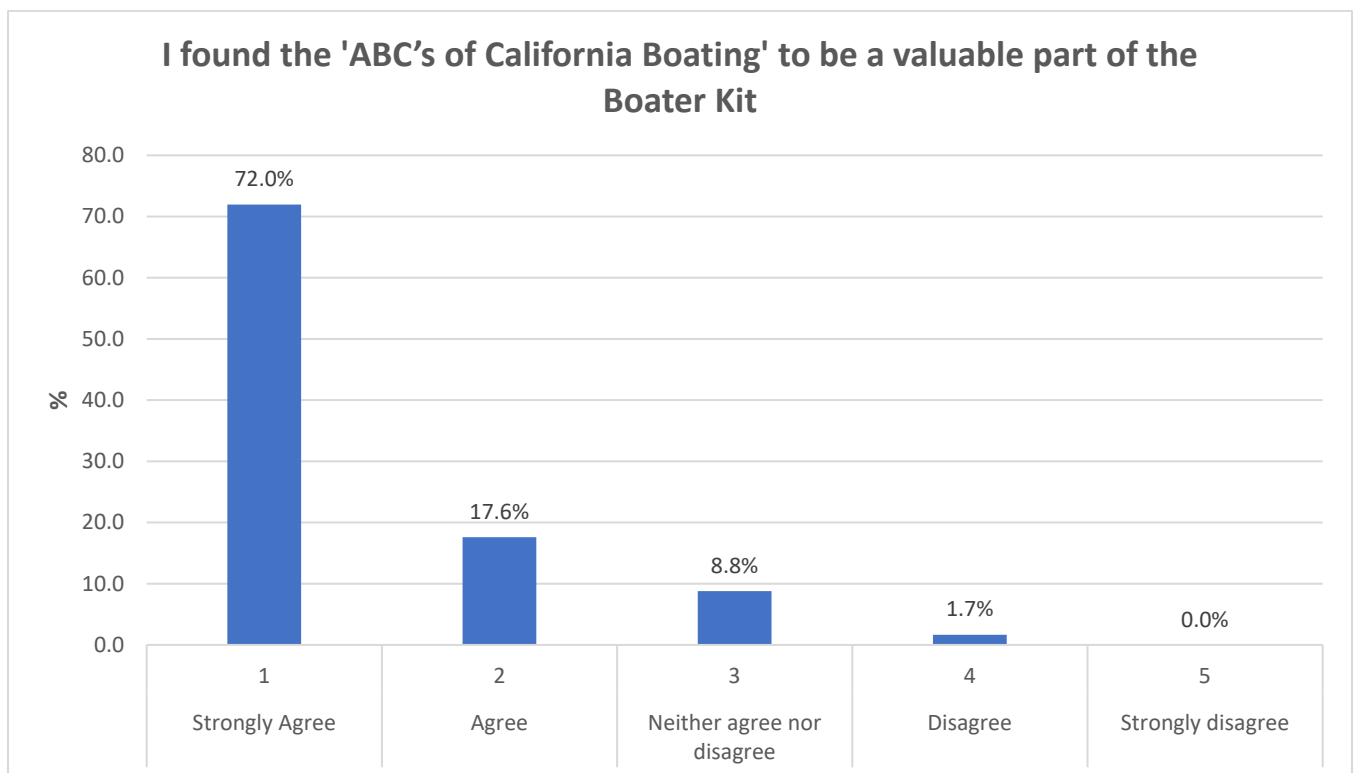
Over 90% (92.1%) of Boater Kit recipients found the fuel bib to be a valuable component of the Kit. About 5% of the respondents “neither agree nor disagree” with the fuel bib being a valuable component of the Boater Kit. Around 3% of the Kit recipients did not find the fuel bib to be a valuable component of the Kit.



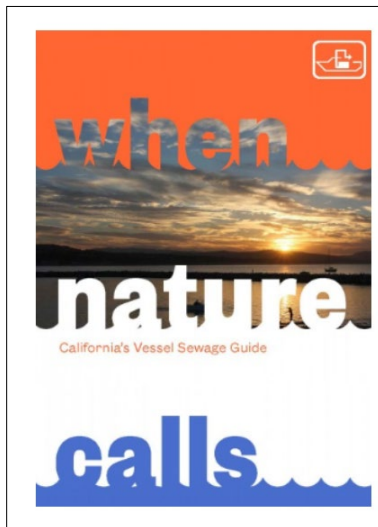
ABCs of California Boating



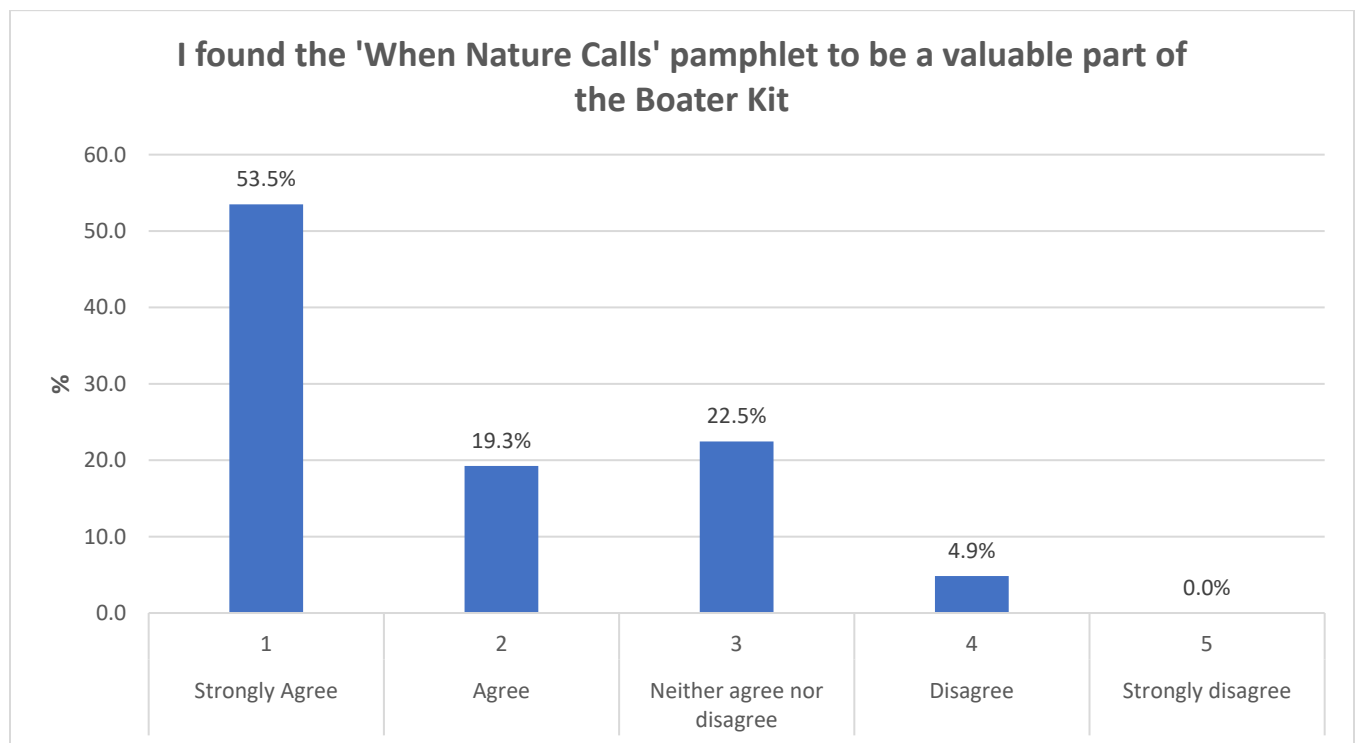
About 90% (89.6%) of the respondents found the *ABCs of California Boating* to be a valuable part of the Boater Kit. Around 9% of the Kit recipients did not find the *ABCs* to be a valuable or invaluable component of the Kit. Approximately 2% of the respondents did not find this publication to be a valuable part of the Kit.



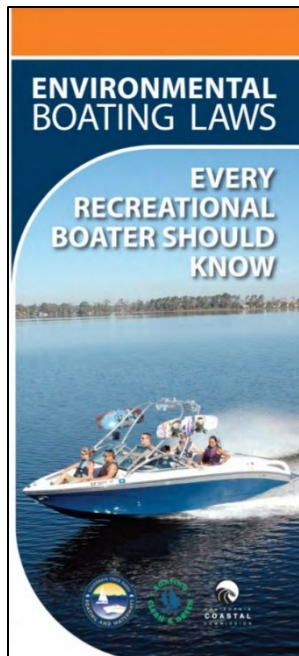
'When Nature Calls' Pamphlet



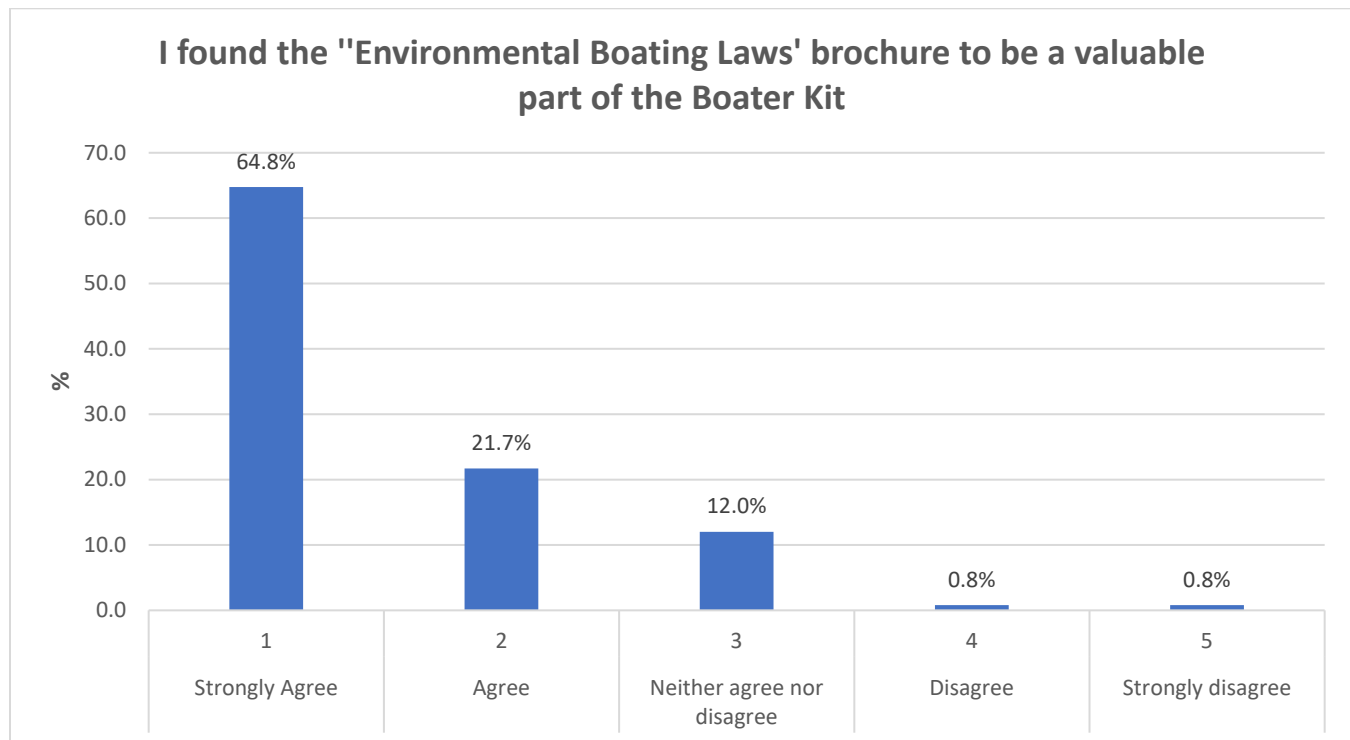
Nearly three-quarters of the respondents (72.8%) found the '*When Nature Calls*' Pamphlet to be a valuable part of the Boater Kit. 23% percent neither agreed nor disagreed with this pamphlet being a valuable component of the Boater Kit. 5% did not find this pamphlet to be a valuable component of the Kit.



Environmental Boating Laws Pamphlet



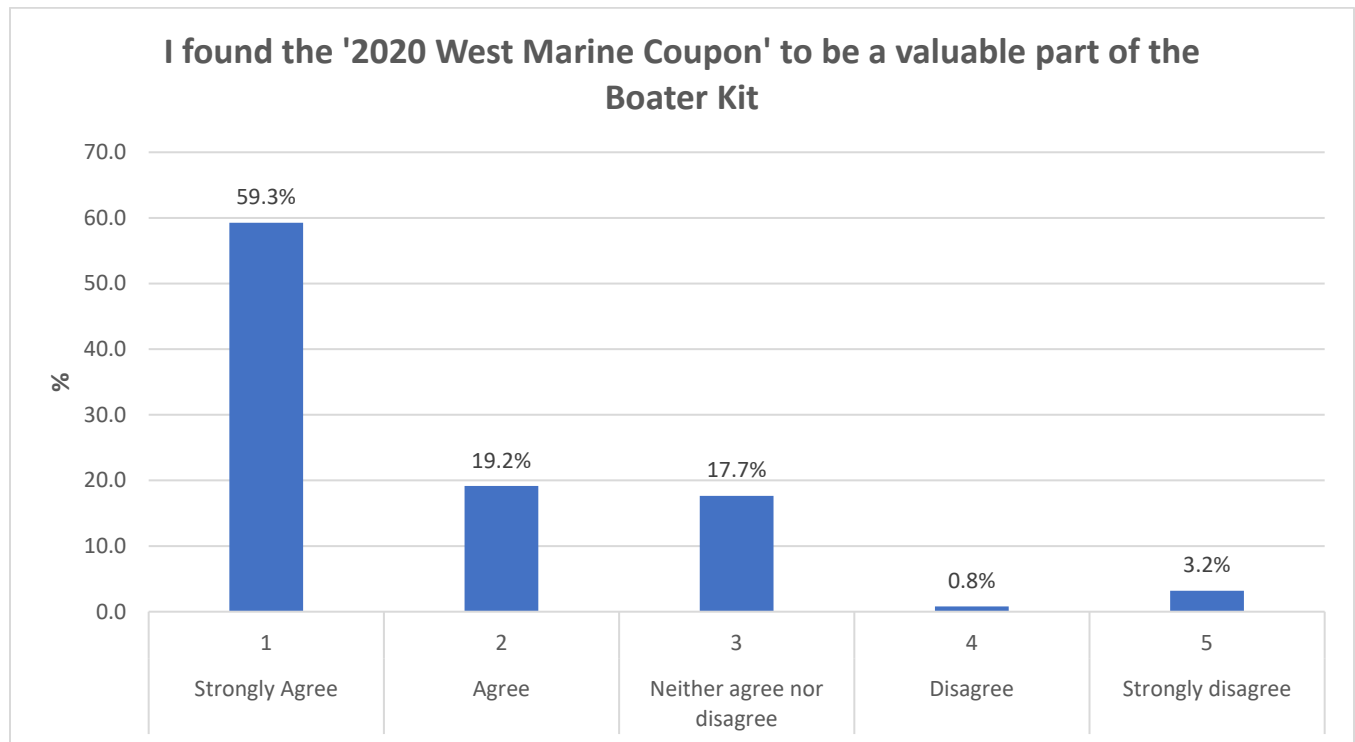
About 87% (86.5%) of the respondents found this pamphlet to be a valuable component of the Kit. 12% of the boaters who received the Boater Kit did not have a specific opinion about the value of this educational pamphlet. Almost 2% of the respondents did not find this pamphlet to be valuable.



West Marine Coupon



Over three-quarters of the respondents (78.5%) found the *West Marine coupon* to be a valuable part of the Boater Kit. Almost 20% neither agreed nor disagreed with this coupon being a valuable component of the Boater Kit. 4% did not find this coupon to be a valuable component of the Kit.



Northern CA or Southern CA Tidebook

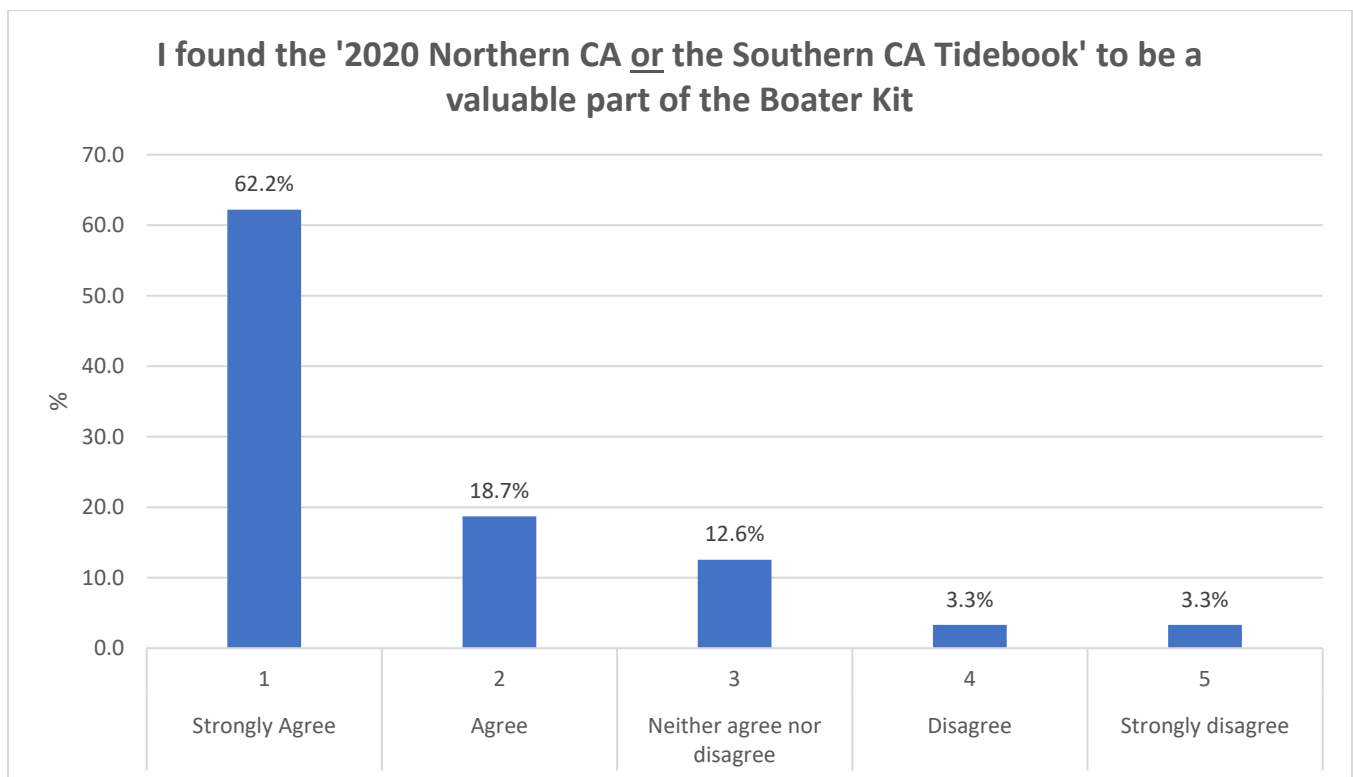
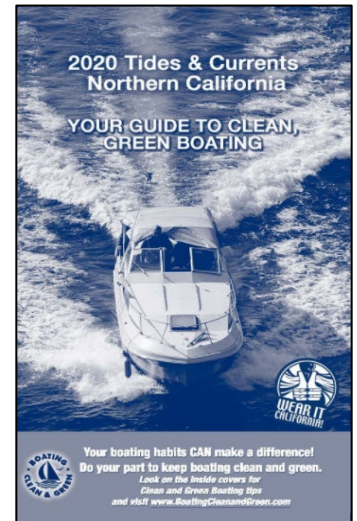


Depending on the region a boater was located, boaters received the Southern California or the Northern California Tidebook.

About 81% (80.9%) of the respondents found the Tidebooks to be valuable publications.

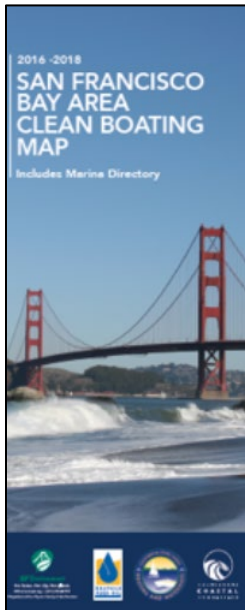
Almost 13% of the respondents neither agreed nor disagreed with the Tidebooks being a valuable part of the Kit.

Approximate 7% of the respondents did not find this publication to be valuable.

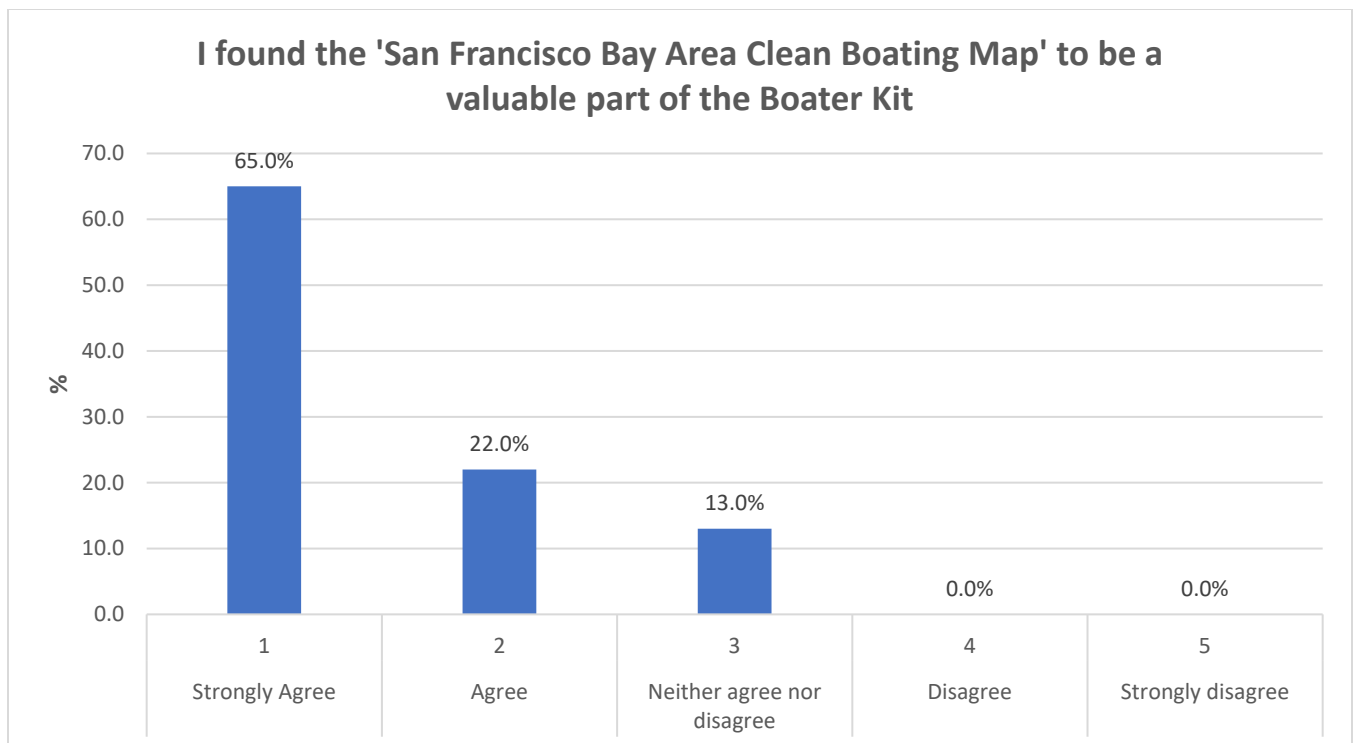


Northern California Boater Kit Specific Items

- San Francisco Bay Area Clean Boating Map



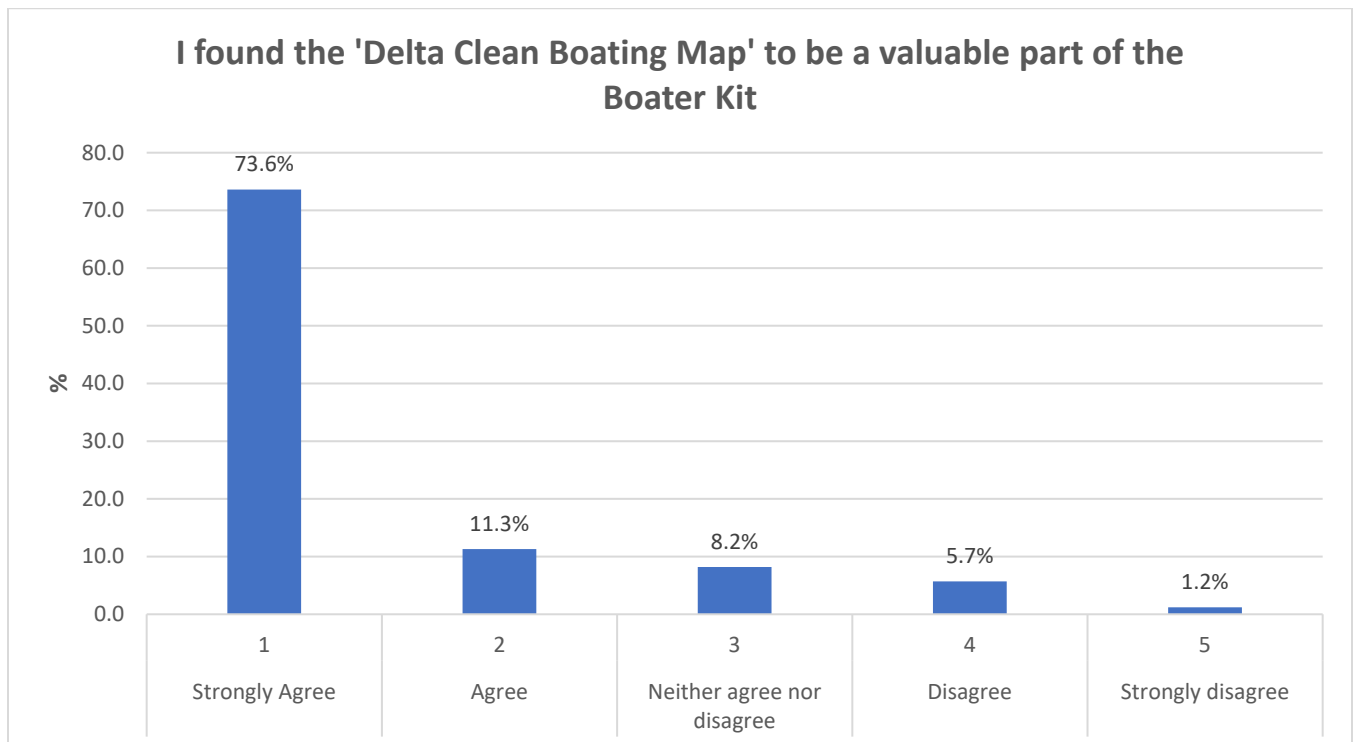
87% of the Northern California Boater Kit recipients found the *San Francisco Bay Area Clean Boating Map* to be a valuable component of the Kit. 13% of the boaters who received the Boater Kit neither agreed nor disagreed with the Bay Area Map being a valuable part of the Kit.



- Delta Clean Boating Map

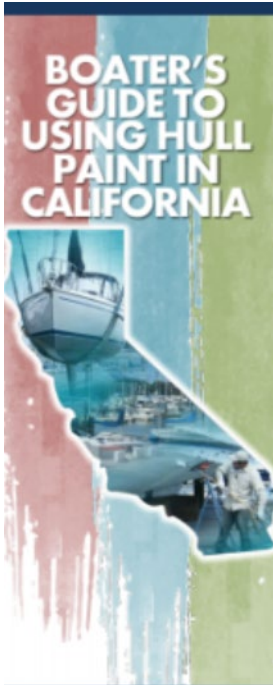


About 85% (84.9%) of Northern California respondents found the *Delta Clean Boating Map* to be a valuable component of the Kit. 8% of the boaters who received the Boater Kit did not have a specific opinion about the value of the map. 7% of the Boater Kit recipients did not find the map to be a valuable component of the Kit.

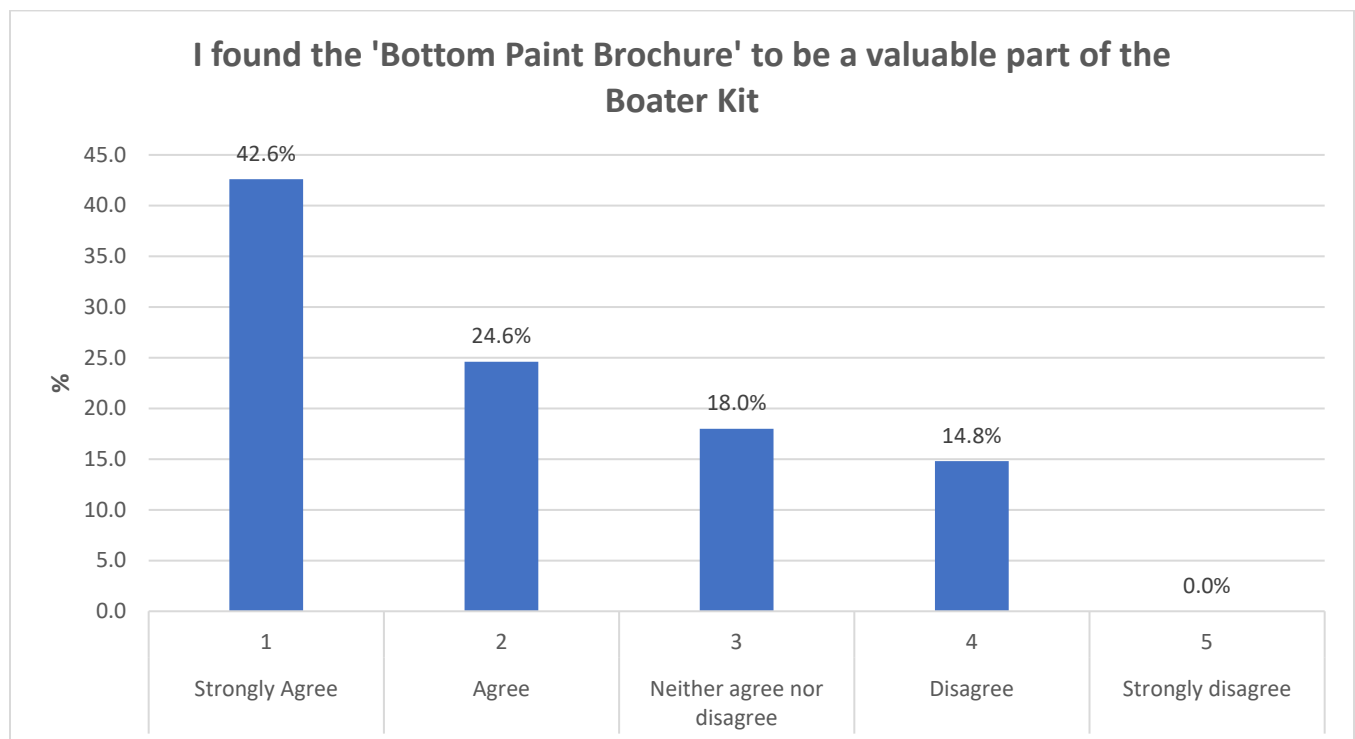


Southern California Boater Kit Specific Items

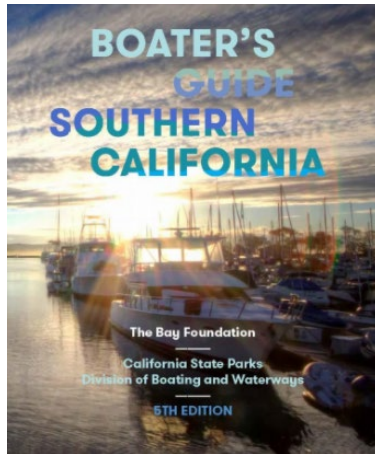
- Boater's Guide to Using Hull Paint in California



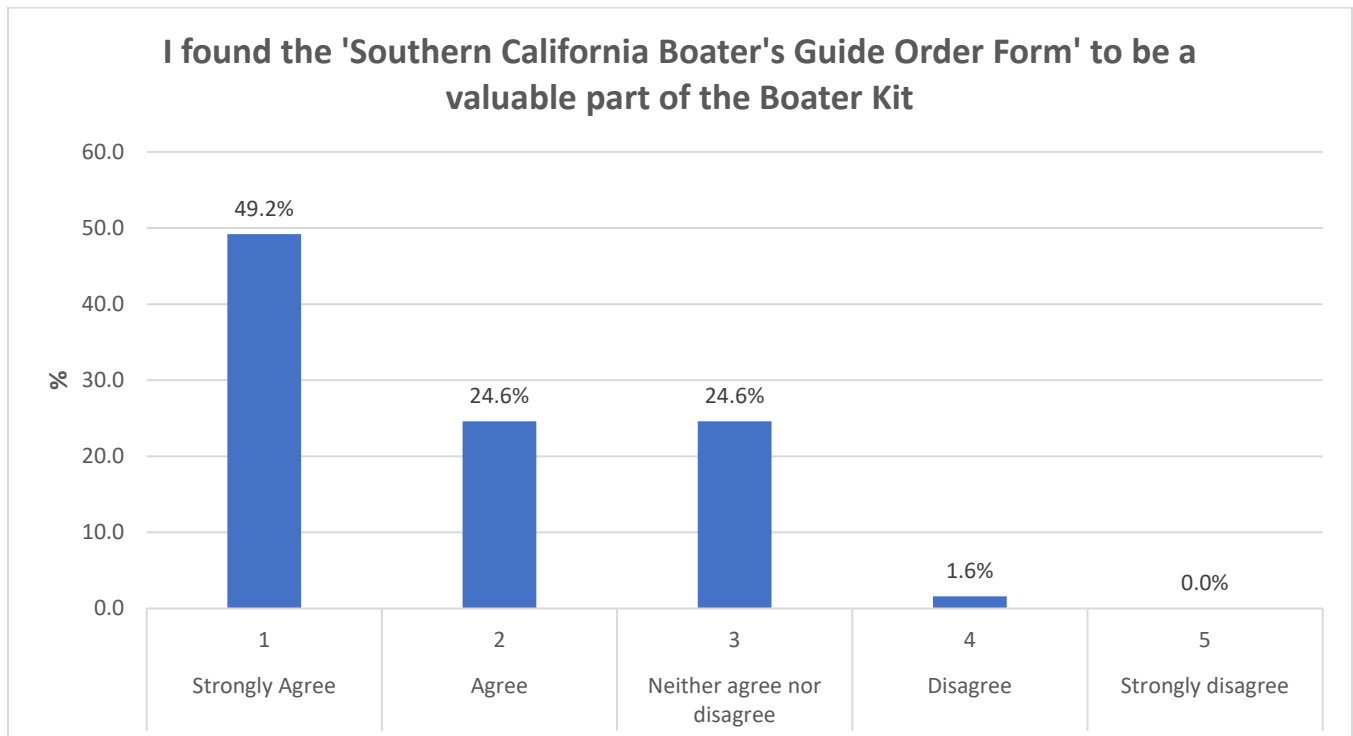
About 67% (67.2%) of the Southern California Boater Kit recipients found the *Boater's Guide to Using Hull Paint in California* brochure to be a useful component of the Kit. 18% of the Kit recipients did not have an opinion about the usefulness of this educational brochure. About 15% did not find this brochure to be a valuable component of the Boater Kit.



- Southern California Boater's Guide' order form



About 74% (73.8%) of the Southern California Boater Kit recipients found the *Southern California Boater's Guide* order form to be a valuable item in the Boater Kit. Approximately 25% of the survey respondents neither agreed nor disagreed with the form being a valuable part of the Kit. Almost 2% of the respondents did not find the form to be a valuable component of the Kit



The following Table shows a summary of the 2020 Boater Kit Feedback Survey responses:

Most Useful item Ranking	Item	Combined Strongly Agree and Agree (%)	Neither Agree nor Disagree (%)	Combined Disagree and Strongly Disagree (%)
	CA Boater Kit	93.6	6.45	0
1	Oil Absorbent Pillow and Sheet	96.9	11.2	0.0
2	Fuel Bibs	92.1	4.7	3.3
3	Binder Card	88.9	11.2	0.0
4	ABCs	89.6	1.7	0.0
5	Environmental Boating Laws Brochure	86.5	12.0	1.6
6	Tidebooks	80.9	12.6	6.6
7	West Marine Coupons	78.4	17.7	4.0
8	When Nature Calls Brochure	72.8	22.5	4.9

The seven educational materials and pollution prevention tools included in both Northern and Southern California Boater Kits were considered valuable by over 72% of the survey's participants. The oil absorbent pillow and sheet, fuel bibs, *ABCs of California Boating Laws* were the top three most valuable items. The Environmental Boating Laws, Binder Card, and Tidebooks were considered valuable items in the Boater Kit by over 80% of respondents.

The following Table shows a summary of the responses for the region-specific Boater Kit Items:

Region	Item	Combined Strongly Agree and Agree (%)	Neither Agree nor Disagree (%)	Combined Disagree and Strongly Disagree (%)
Northern CA	San Francisco Bay Area Map	87.0	13.0	0.0
	Delta Map	84.9	8.2	6.9
Southern CA	Southern California Boater's Guide Order Form	73.8	24.6	1.6
	Boater's Guide to Using Hull Paint in California brochure	67.2	18.0	14.8

Between 85% and 87% of the Northern California Boater Kit recipients found both the *Delta* and *San Francisco Bay Clean Boating Maps* to be valuable items in the Kit. 21% of the respondents neither agreed nor disagreed with both maps being valuable components of the Kit. Between 67% and almost 74% of the Southern California Boater Kit recipients found both the *Southern California Boater's Guide Order Form* and the *Boater's Guide to Using Hull Paint in California* brochure to be valuable items in the Kit. *The Boater's Guide to Using Hull Paint in California* brochure received the lowest ranking among all the Boater Kit items at 67%.

In addition to psychometric cued questions corresponding to each item included in the Boater Kit, respondents were asked to provide Partners with any remaining written-in comments about the California Boater Kit. All comments submitted by survey respondents are as follows:

- "Should have come in a heavy-duty bag that can be kept in the boat keeping everything clean and an used to stuff dirty stuff into for disposal maybe a pair of nitrile gloves too. the goal is to get it into the boat and keep it there in a usable condition. Maybe have an alert whistle added to the Kit."
- "I am new to boating so I found all of the information valuable."
- "Anything to do with safeguarding the environment while enjoying the great outdoors is paramount in my opinion. THANK YOU for all you do."
- "Great program. Should make it national. Every boater needs this material on board for just in case situations. Bravo zulu."
- "I'm a trailer boater. Some stuff doesn't apply to me. I already have my boating license, so already knew most the handout info."
- "I thought the entire package was very valuable. Thank you."
- "Great stuff should be required for every boat and boater....always learning thank you"
- "Thank you."
- "Really like the tide calendar, trouble is, it's for 2020, won't do me much good."
- "Would have liked a 2011 Tide chart booklet."
- "Its late November, the tide book is nearly useless. 2021 would have been great!"

- “Thank you for the Kit. It is very comprehensive tool”
- “I enjoyed receiving this boater Kit "goodie bag." We really did actually use the fuel bib and fuel "diaper," as it does get messy sometimes.”
- “Thanks.”
- “Everything was very good. I’ve been a boat owner for 50 years so if I marked something down its only because I already know this information not because of the quality of the information. Some is better for new boaters then old guys like me.”
- “Additional info on boater licensing.”
- “This Kit is very helpful to 1st time boaters.”
- “Thank you for my Kit! This is a great resource for boaters.”
- “great Kit. how do my friends get one?”
- “I really appreciate the Kit!”
- “Thank you for the Kit!”
- “Very good Kit. Looking forward to next year!”
- “The oil pillow and bib have both been very helpful and useful!!”
- “Anyone getting into the watercraft world this is an asset to have as you start learning.”
- “Thank you!”
- “Thank you for the Kit! Stay safe!”
- “Thank you. I love the boater Kit!”
- “Keep up this important Kit and the education you do. We boaters need to continue to take responsibility in caring for our waters.”
- “Any and all information and tools not only to use but the Kit establishes a weariness so if ever needed it will be on board. My Kit will be on board for sure. It is something one can review while enjoying your boat.”
- “Perfect thank you for the Kit.”
- “Thank you for all of this information”
- “The oil absorbers are the most-desirable part of the Kit for us (since we already have several of the other items), though the rest of the items are useful as well.”
- “A lot of valuable information included.,,,thanks again!”
- “I liked the Delta map.”
- “I think the biggest problem in the delta and especially in San Francisco Bay is human feces and toiletries and garbage all over the banks I think what really needs to happen is more education for the people without the boats and maybe some fines for people who litter and stuff with boats the homeless is a big problem living on the river banks I don't even go to San Francisco anymore I go to Monterey I feel the fish is cleaner there I just don't know what else to say thank you for your the boat Kit it was a big help and real educational thank you again.”
- “All good.”
- “For a new boat owner, this was invaluable! Much needed, and much appreciated!”
- “Thank you, I Love my Kit!”
- “Thanks for doing this.”
- “I really enjoyed the webinar and got a lot out of it.”

Conclusions and Recommendations

Overall, this study demonstrated the California Boater Kit is considered a valuable educational tool by Boater Kit recipients. 94% of 2020 Boater Kit Feedback Survey participants would recommend it to other boaters. This finding and the highlights below underline the continued use of the Boater Kit as an effective education and outreach tool.

- All the items found in the California Boater Kits were rated as valuable by the survey respondents (between 67% and 94% of respondents, depending on the item)
- The majority of items found in both regional Boater Kits (6 items- Oil Absorbent Pillow and Sheet, fuel bibs, *ABCs*, *Binder Card*, *Environmental Boating Laws*, and *Tidebooks*) were considered valuable by more than 80% of survey respondents. Two items (*West Marine Coupon* and *When Nature Calls* brochure) included in both Boater Kits received a valuable rate between 72% and 78%.
- The most valued items were the oil absorbent pillow and sheet, followed by the fuel bib. The most valuable informational item was the *ABCs of California Boating*. For the region-specific items included in Northern California Boater Kits, the San Francisco and Delta maps were considered valuable items (87% and 85% rate, respectively). Southern California Boater Kit region-specific items included the *Southern California Boater's Guide Order Form* and the *Boater's Guide to Using Hull Paint in California* brochure with 74% and 67% valued rates.
- The value of the *Tidebooks* depends on the timing in which it is received. *Tidebooks* received at the end of or after boating season are of limited use. Several respondents requested 2021 *Tidebooks*.

Although the confidence level for this survey is 90%, considering the response rate, Partners may consider using incentives to increase survey participation in the future. Furthermore, since 2020 was the first year Partners utilized the Boater Kit Feedback Survey, and it was a year impacted by COVID-19, it is recommended to continue to conduct the Feedback Survey in the next two to three years to acquire more significant input and increase data collection from the Boater Kit recipients. Once more data is received, Partners will have a better understanding of recipients' preferences and will be able to more confidently identify if any of the items need to be removed, re-designed, or replaced with alternative educational materials.