

Boater and Watercraft Outreach Discussion
NJDEP Barnegat Bay (BB) Initiative - Stakeholder Meeting
November 9, 2011

Targeted audiences are:

- a) Recreational boaters and fishermen
- b) Commercial boaters and fishermen
- c) Small watercraft operators – owners and renters
- d) Companies that rent boats and personal watercraft
- e) **Other suggestions:**

Information to be shared:

- Visual (map) of sensitive/protected habitat areas in Barnegat Bay
- Why sensitive habitat areas are to be protected and related low-impact boating practices
- Pump-out locations and why pump-out facilities and boats should be used
- Other green/low-impact boating practices
- Clean Marina program and NJ Clean Marina members (in Barnegat Bay)
- **Other suggestions:**

Timeframe: Spring, 2012, then ongoing

- In place by April, 2012
- Heavy throughout spring and summer
- Evaluate in late autumn then modify for next year
- **Other suggestions:**

Funding: Funds have not yet been pursued or allocated. Some outreach strategies are no-cost, some are in-kind and some can be accomplished through one or more partnerships. Funding sources will be pursued if there are no alternatives and if the outreach strategy is deemed to be effective and high priority.

Other suggestions:

Outreach methods: *Multiple strategies have been suggested and are being explored, including:*

Website: Creation of BB website for boaters/watercraft operators, that includes:

- Online map of bay with sensitive areas highlighted with low-impact boating info
- 2-page fact sheet with map and info (PDF)
- Links to other related websites – additional resources
- Link this website to related websites in order to increase traffic to this site

BB/Little Egg Harbor Boater's Guide: Add habitat areas to map, add info & print bulk supply

- Work with NJ Marine Trades Association (and partners) to modify/update this publication

BB exhibit and info: Operate at boater-related events (as well having boater info at public events)

Boating Safety Manual and course (NJ State Police):

- Add information/map to the manual when it is revised
- Send information (handouts and map) to boater safety course instructors for use during course

Posters (map and information): To be posted in marina kiosks/bulletin boards/Signage also suggested

Communications (electronic): Sent out with e-reminders for boater license renewals through MVC

Public Service Announcements: Radio and cable PSAs

Cable program: Possible 30-minute program on Comcast's *Eye on Ocean County* series

Articles: In regional and local boater magazines and weekly newspapers

Press event(s): DEP, MVC and State/marine police, and partners (Memorial Day and July 4th weekends)

Navigational software (for bay area): Users and costs are being investigated

Visits to marinas (by DEP staff/partners): Explain information, as for assistance w/boater outreach, etc.

Recognition program (Green Flags): How to recognize green boaters is being explored

Other suggestions:

Next steps: Develop boater outreach plan for spring, 2012, that will include:

- Outreach messages
- BB map with sensitive habitats
- Outreach strategies
- Partners
- Costs and budget
- Timeframe and milestone dates
- **Other:**

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