

2017 Honey Pot Day Final Report

Marina del Rey
King Harbor
Port of Los Angeles
Port of Long Beach



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Background

Honey Pot Day began in 2009 as a pilot program in Marina del Rey. The goals of Honey Pot Day were to:

- 1) introduce the mobile pumpout as a viable and convenient option for sewage disposal,
- 2) share information with boaters on the adverse impacts of discharging sewage directly into marina waters, and
- 3) increase awareness about sources of boat pollution, specifically on issues related to vessel sewage.

The program was a success and expanded to the Port of Los Angeles in 2010. By 2011, four Southern California harbors participated in the program with the addition of King Harbor and the Port of Long Beach.

Although Honey Pot Day was a successful program, it required extensive travel, staff time, and management. Each boater who participated in the program was required to meet with staff for a 20 to 30 minute educational seminar about proper sewage disposal and why it's important. At this meeting the boater received a free clean boating kit, a voucher for a free one-time mobile sewage pumpout, and the specific information required for the pumpout was gathered from the boater. To help alleviate the amount of time and travel this program demanded, staff would meet with groups of boaters for the education portion. By 2012, to aid in the program's management, HoneyPotDay.org was created to allow boaters to register online and fill in all their boat information electronically. This helped in reducing the time it took to manage the program, however it still required extensive travel and staff time for the education portion.

In 2013, Honey Pot Day evolved to Honey Pot Unlimited in an effort to further promote the use of mobile pumpout services on a marina-wide basis and reduce travel and staff time. Honey Pot Unlimited (HPU) was a pilot program that granted one marina or yacht club in Marina del Rey three months of unlimited free mobile sewage pumpouts. The goals of HPU were to encourage boaters to properly dispose of their waste and get a marina or yacht club to adopt a marina-wide mobile pumpout program as a permanent environmental amenity for their boaters and thus, start a culture where this happens all over Southern California. Although the selected yacht club did not take over the expenses of the program, it did open up the discussion and at the end of the program the yacht club's board voted against taking over the expenses, 8 votes to adopt the program and 12 votes in objection. Despite the program not being permanently adopted, HPU was very successful that year - 65 boaters participated, a total of 189 pumpouts were conducted through this program ensuring approximately 7,500 gallons of sewage was properly disposed.

In a continued effort to streamline the program in 2014, Honey Pot Day went completely online. Boaters went to the HoneyPotDay.org webpage, watched a video on how to properly empty a sewage holding tank, read three publications including "Ship Shape Sanitation" (2016 quiz replaced this with "When Nature Calls", "Clean Boating Habits", the marina guide portion of the Southern California tide tables, and took a short 9-question quiz. After all this was completed, the boater filled in their contact information as well as their boats' information, and waited for an email from staff to receive their free mobile pumpout.

Participants' quiz answers and boat information were all filled out online through a Google form (appendix A). Staff would check the Google form at least three times a week and contact new participants via email (appendix B). Staff also sent monthly email reminders to all participants who did not yet request their free mobile pumpout, as a reminder the pumpout was still available to them. When a boater was ready for their pumpout, they contacted staff and staff coordinated the pumpout with their selected company. It is

our policy to never mix customers between pumpout companies and if the participant did not select a company, staff evenly distributed participants among the available companies. Once a boater had received their free mobile pumpout, staff would email the boater a thank you (appendix C) with a link to fill out a brief evaluation survey (appendix D) of the program.

Honey Pot Day 2017 maintained the same logistics as 2014, 2015, and 2016. Areas of service included harbors: Marina del Rey, King Harbor, Port of Los Angeles, and Port of Long Beach.

Timeline

May 2017:

- Updated Google form (quiz)
- Communicated with pumpout companies to encourage continued participation and support
- Launched updated webpage
- Announced program to boaters via email
- Developed and printed flyer (appendix E)
- Distributed Honey Pot Day banner (appendix H)

June 2017:

- Announced program to marinas via flyer mailing with cover letter (appendix G)
- Announced program on social media
- Developed and distributed press release (appendix F)
- Coordinated with 42 new sign ups
- Coordinated 14 pumpouts
- Processed invoices from pumpout companies

July 2017:

- Announced program on social media
- Coordinated with 33 new sign ups
- Coordinated 31 pumpouts
- Processed invoices from pumpout companies

August 2017:

- Announced program on social media
- Called all participants who had not redeemed their free pumpout to remind them they still have it and the program ends at the end of the month
- Coordinated with 31 new sign ups
- Coordinated 44 pumpouts
- Processed invoices from pumpout companies

September 2017:

- Updated webpage content to announce program's closure until next spring
- Sent thank you email to all participants with evaluation survey link
- Requested final invoices and match documentation from pumpout companies
- Processed invoices from pumpout companies

- Updated Honey Pot Day Final Annual Results Excel spreadsheet
- Mailed boater kits to participants
- Wrote final report

Program Promotion & Media

In order to promote the program, staff developed a flyer (appendix E) that was mailed to all marinas in the program area. Staff also announced the program electronically through email, social media, and webpage news. A press release was sent out to local media (appendix F). Lastly, a banner was created (appendix H) for our partnering mobile pumpout companies to display on their boat.

Results

Overall this year's program was a moderate success in that 106 boaters participated and 3,326 gallons of sewage was properly disposed of, a 1,580 gallon increase from Honey Pot Day (HPD) 2016. Of the 106 participants, 71 were first time signups and 35 were returning boaters who participated in prior years. Increased promotion of the program assisted in increasing HPD's reach. The HPD banner (appendix H) was placed on Royal Flush and Popeye's mobile pumpout boats on June 1st, which allowed more promotion time than 2015 (banner was mailed in July and Royal Flush may have not used it). Furthermore, staff individually reached out to marinas throughout the four harbors to request HPD promotion in each newsletter (if applicable) and confirm flyer (appendix E) receipt and placement. This is something that did not occur in 2015 and definitely helped get the word out this year.

Despite this year's increase in program participation, 106 boaters represents less than 5% of the boaters in all four participating harbors. Moreover, the follow up evaluation survey indicated roughly 28% of participants were new to the program, not participating in years prior. This indicates some kind of barrier to influencing new boaters. Additionally, although 66.7% of the boaters who took the evaluation survey said they prefer mobile pumpouts over stationary, 92.6% (25 boaters) had not signed up for a permanent service post-Honey Pot Day participation. It is a stretch to expect boaters to spend the money and sign up for the mobile service right away, but this desire and lack of action demonstrates a larger issue. The potential impact of including mobile pumpout service as part of a marina lease or member agreement could keep more sewage out of the water and have much greater influence. Lastly, It is interesting to note that over half of participants and redeemed pumpouts were from Marina del Rey Harbor (Table 1.) This is consistent with 2015 and 2016's data. Marina del Rey has the most boat slips of these four harbors, but it would be interesting to see what other factors contribute to high participation from this harbor. Despite the capability to grow and develop the influence of this program, the potential impact of 3,326 gallons of boater sewage (equivalent to 880,000 flushes from a home toilet) is still significant simply because of the direct impact bacteria can have on local water quality.

Staff suggests looking at new mobile pumpout service outreach strategies such as promoting a more impactful culture of marina-wide mobile pumpout service contracts similar to Honey Pot Unlimited (HPU) in 2013. Looking back, staff should have continued HPU in 2014 to take advantage of the momentum and while lessons learned were fresh on the mind. HPU has proven to be a cost-effective strategy to increase the gallons of sewage that are properly pumped. By offering unlimited marina-wide mobile pumpouts, ~2.3 times more sewage was pumped than offering Honey Pot Day to individual boaters

throughout four Southern California harbors. Staff hopes to coordinate a HPU model in 2018. Marina managers have expressed support in this, specifically Kathy Obrien from Sun Harbor (appendix I). This would not only lead to more properly disposed sewage, increase participation, more efficient use of staff time and resources, and increased changes of integrating a permanent mobile pumpout culture.

Harbor	# Participants	Redeemed Pumpouts
King Harbor	11	8
Marina del Rey	57	46
Port of Long Beach	16	14
Port of Los Angeles	22	21
Total	106	89

Table 1. Number of participants and pumpouts per harbor and program totals

Quiz Results

Quiz Scores: The average quiz score was 81.5%. Below is a breakdown of participant quiz scores.

- 22% or 2/9- 1 person, .94%
- 33% or 3/9- 1 person, .94%
- 44% or 4/9- 3 people, 2.8%
- 56% or 5/9- 7 people, 6.6%
- 67% or 6/9- 16 people, 15%
- 78% or 7/9- 27 people, 25.5%
- 89% or 8/9 - 18 people, 17%
- 100% or 0/9- 33 people, 31.1%

Below is a breakdown of all the participants' answers to the quiz questions. The correct answers are highlighted in green text.

A single boater flushing untreated sewage into the water produces the same amount of bacteria as how many people whose sewage passes through a treatment plant?

- 100- 3 people, 2.8%
- 1,000- 10 people, 9.4%
- 10,000- 80 people, 75.5%
- 100,000- 13 people, 12.3%

True or False: Exposure to sewage-polluted water can result in gastroenteritis, hepatitis, dysentery and cholera.

- True- 105 people, 99.1%
- False- 1 person, .9%

How many types of Marine Sanitation Devices (MSDs) are there?

1. 9 people, 8.5%
2. 14 people, 13.2%
3. 78 people, 73.6%
4. 5 people, 4.7%

Uncoiling the hose before pumping out your sewage holding tank:

- Decreases the chance of blockage- 92 people, 86.8%

- Is necessary to ensure reaching the deck waste fitting- 11 people, 10.4%
- Is not necessary, the unit will operate the same either way- 3 people, 2.8%

When the sewage pumpout valve is perpendicular is it:

- Open (on)- 28 people, 26.4%
- Closed (off)- 78 people, 73.6%
- It's not adjustable- 0 people, 0%

When you are finished emptying your sewage holding tank you should:

- Drop the nozzle on the dock, you don't want to touch it- 0 people, 0%
- Turn the motor off and leave the hose on the dock- 0 people, 0%
- Rinse the system out with water to clear the hose, turn the unit off, and coil the hose on the stand- 106 people, 100%

Actions you can take to reduce sewage pollution include (select all that apply)

- Use public toilets onshore before departing- 98 people, 92.5%
- Keep the "Y" valve properly secured in the closed position- 98 people, 92.5%
- Reduce the use of chemical additives- 86 people, 81.1%
- Never dump raw sewage into California waters (3 mile territorial limit)- 103 people, 97.2%
- Checked all of the above- 86 people, 81.13%



What does the logo above represent?

- Bilge Pumpout Facility- 11 people, 10.4%
- Oil Recycle Facility- 0 people, 0%
- Sewage Pumpout Facility- 95 people, 89.6%
- Fuel Station- 0 people, 0%

Using the 2017 Southern California Marina Guide & Tidebook, how many public sewage pumpout facilities are located in Los Angeles Harbor?

- 2- 2 people, 10.4%
- 5- 45 people, 42.5%
- 1- 42 people, 39.6%
- 3- 8 people, 7.5%

Public Feedback Results (27 responses)

In an effort to improve the program for future years, participants were asked to fill out a brief anonymous survey about the program.

Have you participated in Honey Pot Day in previous years?

- No- 11 people, 40.7%
- Yes- 16 people, 59.3%

If yes, how does the online version compare to previous years?

- Better- 5 people, 23.8%
- Same- 8 people, 38.1%
- Worse- 0 people, 0%
- Do not recall- 1 person, 4.8%
- Have not participated in years prior- 6 people, 28.6%

Did you watch the video and read the three publications?

- Yes, I watched the video and read all three publications- 25 people, 92.6%
- No, I did not watch the video or read any publications- 1 person. 3.7%
- I watched the video, but didn't read the publications- 1 person, 3.7%
- I didn't watch the video, but read the publications fully or partially- 0 people, 0%

Having participated in this year's Honey Pot Day program, do you prefer:

- Stationary Pumpout Units- 8 people, 29.6%
- Mobile Pumpout Service- 18 people, 66.7%
- Neither, pumping out at sea- 1 person, 3.7%

Since participating in Honey Pot Day have you signed up for a permanent pumpout service?

- Yes- 0 people, 0%
- No- 25 people, 92.6%
- I already had a regularly scheduled pumpout service before participating in Honey Pot Day- 2 people, 7.4%

In the past year, how many times have you discharged sewage within the three-mile territorial limit (including in an emergency or accidentally)?

- 0 times- 23 people, 85.1%
- 1-5 times- 3 people, 11.1%
- 6-10 times- 0 people, 0%
- 11 + times- 1 person, 3.7%

Rate the online information and quiz. (1 Bad to 5 Excellent)

- 1- 0 people, 0%
- 2- 0 people, 0%
- 3- 1 people, 3.7%
- 4- 13 people, 48.1%
- 5- 13 people, 48.1%

Rate the pumpout service. (1 Bad to 5 Excellent)

- 1- 0 people, 0%
- 2- 0 people, 0%
- 3- 1 person, 3.7%
- 4- 3 people, 11.1%
- 5- 23 people, 85.2%

Rate your overall impression of the program. (1 Bad to 5 Excellent)

- 1- 0 people, 0%
- 2- 0 people, 0%
- 3- 2 people, 7.4%
- 4- 1 people, 3.7%
- 5- 24 people, 88.9%

Some of the comments we received:

- I appreciate the program and think it promotes awareness.
- Very satisfied with the program.
- In the process of exchanging current boat for a new one. Will consider using a pump-out service for the new boat. Excellent program. I downloaded the pdf readings for future reference. The map of stationary pump outs and fuel docs in the South Bay is great. I will recommend the program to others.

- Royal Flush is a very commendable mobile pumpout service. Their operator Mike, was on time, helpful, pleasant and professional. Thank you Georgia for the information and providing the pumpout service.
- Great educational program. Using a stationary device is simple. Everyone should at least know how to use one
- I think this is both a great environmental service as well a a public awareness initiative. Keep up the good work!
- I appreciated how efficiently the program works, the responsiveness of the team and service was spot on. Very accommodating and helpful!
- Had a problem getting it pumped Service pumped out the wrong slip you fixed problem and all is good 😊 thank you sincerely for the service I do appreciate it
- While I'm happy the program exists, and we have participated for the past few years, I fail to see how it's a good use of tax dollars. I also don't see how the Honey Pot Program improves water quality. Again, I'm happy the program exists, we have used it for several years and the on-line execution of the program is great.
- I was glad to have access to the video, and I downloaded as well as read the publications so I would have them for future reference. I was also impressed by the fellow from Popeye who did the pump-out. Still, my anchorage has a pump-out facility, and I will be using that in the future. (I had just purchased my boat and was not ready to take it to the pump-out, which is why I had your mobile service do it this once.)
- This is a wonderful service - very efficient and the video and online information is extremely valuable to all boaters.

Appendix A: Google Form Quiz and Boat Information

HONEY POT DAY: Southern California

* Required

Take this quiz to test your pumpout know-how!

A single boater flushing untreated sewage into the water produces the same amount of bacteria as how many people whose sewage passes through a treatment plant? *

- 1
- 100
- 1,000
- 10,000
- 100,000

True or False: Exposure to sewage-polluted water can result in typhoid, hepatitis, dysentery and cholera. *

Choose ▼

How many types of Marine Sanitation Devices (MSDs) are there? *

- 1
- 2
- 3
- 4

Uncoiling the hose before pumping out your sewage holding tank: *

- Decreases the chance of blockage
- Is necessary to ensure reaching the deck waste fitting
- Is not necessary, the unit will operate the same either way

When the sewage pumpout valve is perpendicular is it: *

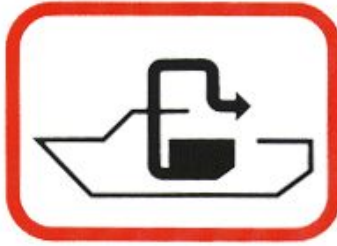
- Open (on)
- Closed (off)
- It's not adjustable

When you are finished emptying your sewage holding tank you should: *

- Drop the nozzle on the dock, you don't want to touch it
- Turn the motor off and leave the hose on the dock
- Rinse the system out with water to clear the hose, turn the unit off, and coil the hose on the stand

Actions you can take to reduce sewage pollution include (select all that apply) *

- Use public toilets onshore before departing
- Keep the "Y" valve properly secured in the closed position
- Reduce the use of chemical additives
- Never dump raw sewage into California waters (3 mile territorial limit)



What does the logo above represent? *

- Bilge Pumpout Facility
- Oil Recycle Facility
- Sewage Pumpout Facility
- Fuel Station

Using the 2017 Southern California Tide Calendar, how many public sewage pumpout facilities are located in Los Angeles Harbor? *

Hint: Look at the maps carefully, you may need to zoom in to see if any sewage pumpout facilities have multiple arrows distinguishing multiple locations.

- 2
- 5
- 1
- 3

Finalize your Honey Pot Day Sign Up!

Please complete your contact information below. You will be contacted by The Bay Foundation within three business days to set up your free mobile pumpout service. Your personal information will only be shared with your designated pumpout company, and no other parties.

To sign up in NORTHERN CALIFORNIA, please contact James Muller at jamuller@waterboards.ca.gov.

First Name *

Your answer

Last Name *

Your answer

Phone Number *

(xxx) xxx-xxxx

Your answer

Email *

Your answer

Address

Your answer

Harbor Area *

Choose



Marina *

i.e. Marina Harbor Anchorage, Portofino Marina, Cabrillo Marina, Shoreline Marina, etc.

Your answer

Boat Name

Your answer

Boat Type

E.g. Sailboat, Powerboat

Your answer

Boat Length

E.g. 26', 35', etc.

Your answer

Hull Color

E.g. Blue, White, etc.

Your answer

Slip # *

E.g. A-22, Berth 29 D3, etc.

Your answer

Number of Holding Tanks

E.g. 1 tank, 2 tanks

Your answer

Holding Tank Capacity (Gallons)

E.g. 10 gallons, 20 gallons, etc.

Your answer

Deck Fitting Location

E.g. Starboard, Port, Stern Bow

Your answer

Select a pumpout company *

If you are a current customer of a pumpout company, we will assign you to receive a free pumpout from that company

- Royal Flush Pumpout Service
- Dolphin Marine Pumpout Company
- Popeye's Pumpout Service
- SoCal Clean Marine
- I am not a current customer of any pumpout company

How did you hear about Honey Pot Day? *

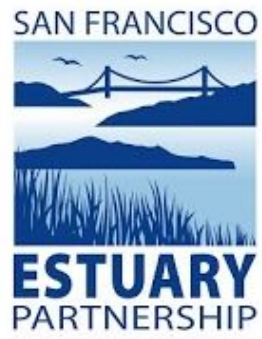
- Flyer posted at marina, fuel dock, yacht club, or other boating facility
- Announcement from your marina or yacht club via newsletter/email blast
- Word of mouth
- Article in Newspaper or Magazine
- Email from The Bay Foundation
- Participated in prior year
- Announcement on social media (Facebook, Instagram, Twitter)
- Other: _____

HONEY POT DAY IS BROUGHT TO YOU BY:

www.santamonicabay.org



www.sfestuary.org



dbw.parks.ca.gov



SUBMIT

Appendix B: Email Response

Hello Kimberly,

Thank you for your interest in the Honey Pot Day program! Great news is you've passed our online quiz, and are now eligible for a FREE (one-time) mobile pumpout service. When you are ready to schedule your free service, please contact me to schedule a time with your selected pumpout company. Please be advised that the company will not service on weekends, and you must give me at least 3 days advance notice for your desired pumpout date.

Here are the answers to your quiz - good job, you got 78%

- 1) A single boater flushing untreated sewage into the water produces the same amount of bacteria as how many people whose sewage passes through a treatment plant?
 - a. 10,000 flushes
 - b. You answered: **Incorrect; 1000 flushes**

- 2) True or False: Exposure to sewage-polluted water can result in typhoid, hepatitis, dysentery and cholera.
 - a. True
 - b. You answered: **Correct**

- 3) How many types of Marine Sanitation Devices (MSDs) are there?
 - a. 3
 - b. You answered: **Correct**

- 4) Uncoiling the hose before pumping out your sewage holding tank:
 - a. Decreases the chance of blockage
 - b. You answered: **Correct**

- 5) When the sewage pumpout valve is perpendicular is it:
 - a. Closed (off)
 - b. You answered: **Correct**

- 6) When you are finished emptying your sewage holding tank you should:
 - a. Rinse the system out with water to clear the hose, turn the unit off, and coil the hose on the stand
 - b. You answered: **Correct**

- 7) Actions you can take to reduce sewage pollution include (select all that apply)
 - a. Use public toilets onshore before departing
 - b. Keep the "Y" valve properly secured in the closed position
 - c. Reduce the use of chemical additives
 - d. Never dump raw sewage into California waters (3 mile territorial limit)
 - e. You answered: **Incorrect; None of the above**



- 8) What does the logo above represent?
- a. Sewage Pumpout Facility
 - b. You answered: **Correct**

9) Using the 2017 Southern California Marina Guide & Tidebook, how many public sewage pumpout facilities are located in Los Angeles Harbor?

Hint: Look at the maps carefully, you may need to zoom in to see if any sewage pumpout facilities have multiple arrows distinguishing multiple locations.

- a. 1
- b. You answered: **Correct**

Based on the contact information you submitted, we still need the following information regarding your vessel:

Name: Kimberly Hill
Phone: 949-354-7664
Email: hippygemini@gmail.com
Address: 1500 Anchorage Rd. Berth 205-D
Harbor: Port of Long Beach
Marina: Please provide your marina
Slip #: F-22 End tie
Boat Type: Houseboat
Boat Length: 40
Boat Name: Topsy
Hull Color: White
Holding Tanks: 1
Capacity: Not Sure
Deck Fitting: Starboard
Desired Pumpout Date:

Thank you!

Appendix C: Email Evaluation Survey

Hello Jerry,

Thank you for participating in the Honey Pot Day! You should have received your FREE mobile pumpout on Monday, July 7th.

We are always looking for ways to improve the program and to get boater's feedback. Please fill out the brief survey (link below) so we can improved the program for future years.

https://docs.google.com/forms/d/1DYz0RN_1xYkHG6TGbXEC8zeaPKMijKRDxglZpY1tKx4/edit



Honey Pot Day Evaluation

We want your feedback! Please complete this ANONYMOUS survey so we can improve this program for future years.

[Read more...](#)

remove preview

Thanks so much,

Appendix D: Google Form Program Evaluation Survey

Honey Pot Day Evaluation

We want your feedback! Please complete this ANONYMOUS survey so we can improve this program for future years.

* Required

Have you participated in Honey Pot Day in previous years? *

- Yes
- No

If yes, how does the online version compare to previous years?

- Better
- Same
- Worse

Did you watch the video and read the three publications? *

- Yes, I watched the video and read all three publications
- No, I did not watch the video or read any publications
- I watched the video, but didn't read the publications.
- I didn't watch the video, but read the publications fully or partially.

Having participated in this year's Honey Pot Day program, do you prefer: *

- Stationary Pumpout Units
- Mobile Pumpout Service
- Neither, pumping out at sea

Since participating in Honey Pot Day have you signed up for a permanent pumpout service? *

- Yes
- No
- I already had a regularly scheduled pumpout service before participating in Honey Pot Day.

In the past year, how many times have you discharged sewage within the three-mile territorial limit (including in an emergency or accidentally)?

- 0
- 1-5 times
- 6-10 times
- 11+ times

Rate the online information and quiz. *

1 2 3 4 5

Bad Excellent

Rate the pumpout service. *

1 2 3 4 5

Bad Excellent

Rate your overall impression of the program. *

1 2 3 4 5

Bad Excellent

Other comments:

Submit

Never submit passwords through Google Forms.

Appendix E: Flyer



HONEY POT DAY

JUNE – AUGUST 2017

while funds are available

Got a holding tank?
Get it emptied for FREE!

Sign up at www.HONEYPOTDAY.ORG

Participating harbors
Marina del Rey
King Harbor
Port of Los Angeles
Port of Long Beach

Questions about the program?
Georgia Tunioli (213) 576-6648



Funded by California State Parks Division of Boating and Waterways with funding provided by U.S. Fish and Wildlife Service, Sport Fish Restoration and Boating Trust Fund

Appendix F: Press Release



FOR IMMEDIATE RELEASE

Contact: Julie Du Brow, Communications
310-922-1301 ph
jdubrow@santamonicabay.org

Free Mobile Pumpout Service for Boaters through August 31, Reduces Ocean Bacteria, Properly Disposes of Sewage Waste

LOS ANGELES (June 1, 2017) – [The Bay Foundation's](#) (TBF) Boater Education Program's Honey Pot Day program returns, marking boating season and offering boaters a complimentary mobile pumpout service. In its ninth consecutive year, Honey Pot Day is offered from June 1 – August 31, 2017 in four Southern California harbors: Marina del Rey, King Harbor (Redondo Beach), Port of Los Angeles, and Port of Long Beach.

The program was established in 2009 to reduce levels of bacteria in local harbors. Dumping one toilet flush of untreated boat sewage can cause the same environmental impacts as 10,000 flushes from a homeowner's toilet, once that waste is treated by a municipal sewage treatment plant (*San Francisco Regional Water Quality Control Board, 2009*). By offering a convenient and free service, boaters are incentivized to properly dispose of sewage and keep our local waterways clean.

"The Honey Pot Day Program provides a much needed education and service," states Michael Blenk, Marina Manager, LA County Dept. of Beaches and Harbors. "Many boaters underestimate the impact of discharging sewage directly into the marina and don't know about the resources available to help them dispose of sewage properly. I've seen an increase in environmentally responsible boating from all of my boaters who have participated in the program."

Since its initiation, nearly 1000 boaters have been educated about the adverse effects of discharging sewage directly into waterways and over 26,000 gallons of sewage (the equivalent to 950,000 flushes from a home toilet) were properly disposed. With the combination of pumpout facilities, mobile pumpout services, and educational programs such as Honey Pot Day, boaters increase their knowledge and understanding behind proper waste disposal, which directly benefits local water quality.

In a post-program survey, one 2016 Honey Pot Day participant noted, "This informative program changed my mind about dumping in the ocean, even within an acceptable dumping region. I will use mobile and stationary pumpouts going forward!"

To sign up for the program, boaters should visit www.honeypotday.org, which includes directions to a short video on how to operate a sewage pumpout unit, three brief publications to read, and an online quiz. For more information on the Honey Pot Day program, contact Georgia Tunioli at gtunioli@santamonicabay.org.

www.SantaMonicaBay.org



Honey Pot Day is funded by the California State Parks Division of Boaters and Waterways' Clean Vessel Act program.

About The Bay Foundation (TBF)

The Bay Foundation, also known as the Santa Monica Bay Restoration Foundation, is a 501(c) 3 non-profit environmental group founded in 1990 to restore and enhance the Santa Monica Bay (from the LA-Ventura county line to the Palos Verdes Peninsula) and local coastal waters. The Foundation is the non-profit partner of the Santa Monica Bay Restoration Commission, raising and expending funds for research, education, planning, cleanup efforts and other priorities identified in the Commission's *Santa Monica Bay Restoration Plan*. As advocates for the Bay, TBF works collaboratively with a broad group of stakeholders, including government agencies, industry, environmental groups, and scientists, to implement innovative policies and projects that clean up the waterways, create green spaces and natural habitats in the Los Angeles region. TBF conducts research and mentors student intern and volunteers through its Center for Santa Monica Bay Studies at Loyola Marymount University. (www.santamonicaBay.org)

Appendix G: Flyer Mailing Cover Letter



Dear Clean Boating Partner,

The Honey Pot Day program is presented by The Bay Foundation with funding provided by the California Division of Boating and Waterways' Clean Vessel Education Program. This program promotes the use of stationary pumpout units, mobile pumpout companies, and educates recreational boaters about the importance of proper waste disposal.

To participate in the FREE Honey Pot Day program, boaters can simply go to honeypotday.org and sign up. Boaters are eligible for the program if their boat is berthed in Marina del Rey, King Harbor, Port of Los Angeles, or Port of Long Beach. The program requires viewing a short education video on our website and completing an online quiz. Once completed, the boater will receive a confirmation email and a voucher for a free mobile pumpout, redeemable through August 2017 (while funds are available).

Enclosed are flyers for the program's advertisement. Help us get the word out! Please distribute and post as you see fit, such as on community bulletin boards, bathrooms, and other high traffic areas.

Please contact us via phone or e-mail if you would like more fliers or an electronic version.

Thank you!

Sincerely,

Georgia Tunioli, Community Engagement Coordinator
The Bay Foundation
P: (213) 576-6648
gtunioli@santamonicabay.org

To restore and enhance Santa Monica Bay through actions and partnerships that improve water quality, conserve and rehabilitate natural resources, and protect the Bay's benefits and values.

P.O. Box 13336
Los Angeles, CA 90013
(888) 301.2527
santamonicabay.org

Appendix H: Boat Banner



Appendix I: HPU Support

6/5/2017

Mall - vgambale@santamonicabay.org

RE: TODAY Starts FREE Pumpout Service for BOATERS through Aug. 31
via The Bay Foundation

Kathy Obrien <kathy@sun-harbor.com>

Thu 6/1/2017 11:06 PM

To: Vicki Gambale <vgambale@santamonicabay.org>; Julie Du Brow <jdubrow@santamonicabay.org>;

Wow that is an amazing service to offer, 2-3 months. Yes it would be a wonderful service at any marina. In San Diego the pump out stations I believe at this point are all pretty good. I don't know how many boaters realize the options available to them. The bigger concern are the boaters that don't have the means or skills to get to one of the stations to pump out. So a service at mooring fields which are in several areas would probably have a big impact. Funds are always a challenge – it is great that you are able to offer the service. From an education stand point, a big impact will come from always moving the service to a new location (specifically don't select the marina's this year that you did last year).

Congratulations again for securing the funding that you have. I have every confidence that you will spend it to the best use.

Kathy OBrien
Sun Harbor Marina
619-222-1167 o
619-808-9518 c
www.sun-harbor.com

From: Vicki Gambale [mailto:vgambale@santamonicabay.org]
Sent: Thursday, June 1, 2017 2:25 PM
To: Julie Du Brow; Kathy Obrien
Subject: Re: TODAY Starts FREE Pumpout Service for BOATERS through Aug. 31 via The Bay Foundation

Hi Kathy,

Unfortunately we are somewhat restricted by our limited resources, specifically staff time and funding. It was our hope to run a Honey Pot Unlimited type of program where we choose 1 to 3 marinas and offer all of their tenants unlimited mobile sewage pumpouts for a period of 2 to 3 months. That would have been open for all marinas in Southern California from Santa Barbara to San Diego to apply to that and then we would choose 1 to 3 marinas at which to run the program. But unfortunately we are not able to run that type of program this year. Do you think something like Honey Pot Unlimited would be valuable and or preferred? Please let me know. I am very interested in your input.

Thank you,
Vicki

From: Julie Du Brow
Sent: Thursday, June 1, 2017 9:32 AM
To: Kathy Obrien; Vicki Gambale
Subject: Re: TODAY Starts FREE Pumpout Service for BOATERS through Aug. 31 via The Bay Foundation

Hi Kathy,
Thanks for the nice response. I'll let Vicki respond to you.

Cheers,
Julie

Sent from my iPhone

On Jun 1, 2017, at 7:59 AM, Kathy Obrien <kathy@sun-harbor.com> wrote:

Congratulations for getting this set up again. Do you see any plans to offer a similar program in San Diego? It is not really something that Sun Harbor Marina Tenants would benefit from but most other marinas and the mooring fields would.

Kathy OBrien
Sun Harbor Marina
619-222-1167 o
619-808-9518 c
www.sun-harbor.com

From: Julie Du Brow / The Bay Foundation [<mailto:jdubrow@santamonibay.org@mail150.suw14.mcdlv.net>]
On Behalf Of Julie Du Brow / The Bay Foundation
Sent: Thursday, June 1, 2017 7:15 AM
To: kathy@sun-harbor.com
Subject: TODAY Starts FREE Pumpout Service for BOATERS through Aug. 31 via The Bay Foundation

Boating Season's HONEY POT DAY Program Begins

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FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Julie Du Brow, 310-922-1301 mob
jdubrow@santamonibay.org

**Free Mobile Pumpout Service for Boaters through August 31,
Reduces Ocean Bacteria, Properly Disposes of Sewage Waste**

LOS ANGELES (June 1, 2017) - [The Bay Foundation's](#) (TBF) Boater Education Program's Honey Pot Day program returns, marking boating season and offering boaters a complimentary mobile pumpout service. In its ninth consecutive year, Honey Pot Day is offered from June 1 - August 31, 2017 in four Southern California harbors: Marina del Rey,

<https://outlook.office.com/owa/?real= santamonibay.org&path=/mail/inbox>