

The 2021 California Boater Kit Feedback Survey Report



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

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The 2021 California Boater Kit Feedback Survey

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The 2021 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 improve water quality, conserve and rehabilitate natural resources, and to protect Santa Monica Bay's benefits and values. TBF works with a range of stakeholders, including government agencies, environmental groups, local communities, industry, and scientists 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 working together 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 (Kit/Kits), which include educational materials and pollution prevention materials, while visiting marinas, boat launch ramps, boat shows, and events.

The California Boater 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 region-specific 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 Kit after completing a [brief Boater Kit Questionnaire \(Questionnaire\) which also includes a 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

[In 2020, Partners created and distributed a Boater Kit Feedback Survey](#) to gain insight on Kit use and resource preferences within it. In 2021, Partners decided to once again distribute a Boater Kit Feedback Survey for the 2021 Kit. Survey findings will continue to assist Partners in improving the Kit and its future contents by supporting the reduction or elimination of unnecessary educational materials and focusing the allocation of funding to most needed pollution prevention subject areas.

Methodology

In 2021, Partners and Dockwalkers distributed Kits and administered the Questionnaire using different outreach strategies due to COVID-19. Partners focused on online education through virtual campaigns and webinars. As COVID-19 restrictions were lifted in California, Dockwalkers were able to safely distribute Kits and conduct boater education using the safety guidelines recommended by Partners. As a result of outreach throughout the 2021 boating season, 5,500 Kits were distributed and 3,446 Questionnaires were collected.

From the 3,446 Boater Kit Questionnaires received in 2021, 685 questionnaire respondents included their email address. In 2021, Partners followed up with boaters who provided their email addresses to request their participation in the 2021 Boater Kit Feedback Survey (Survey). Partners created and distributed two Boater Kit Feedback Surveys hosted by Google Forms (one for [Northern California](#) and one for [Southern California](#)) to take into account variations in the Kit contents for each region.

A psychometric response scale was utilized in the 2021 Boater Kit Feedback Survey. In the Survey questions, respondents specified their level of agreement to a statement by choosing one of five points: (1) Strongly agree; (2) Agree; (3) Neither agree nor disagree; (4) Disagree; (5) Strongly disagree.

The 2021 Boater Kit Feedback Survey had a 32% response rate. A total of 217 boaters participated, with 145 Northern CA survey respondents and 62 Southern CA survey respondents. These responses represent 90% confidence level (5% error). In addition to requesting their participation in the Survey, respondents were also entered for a chance to receive a life jacket. A total of two life jacket winners were randomly selected and notified in November 2021.



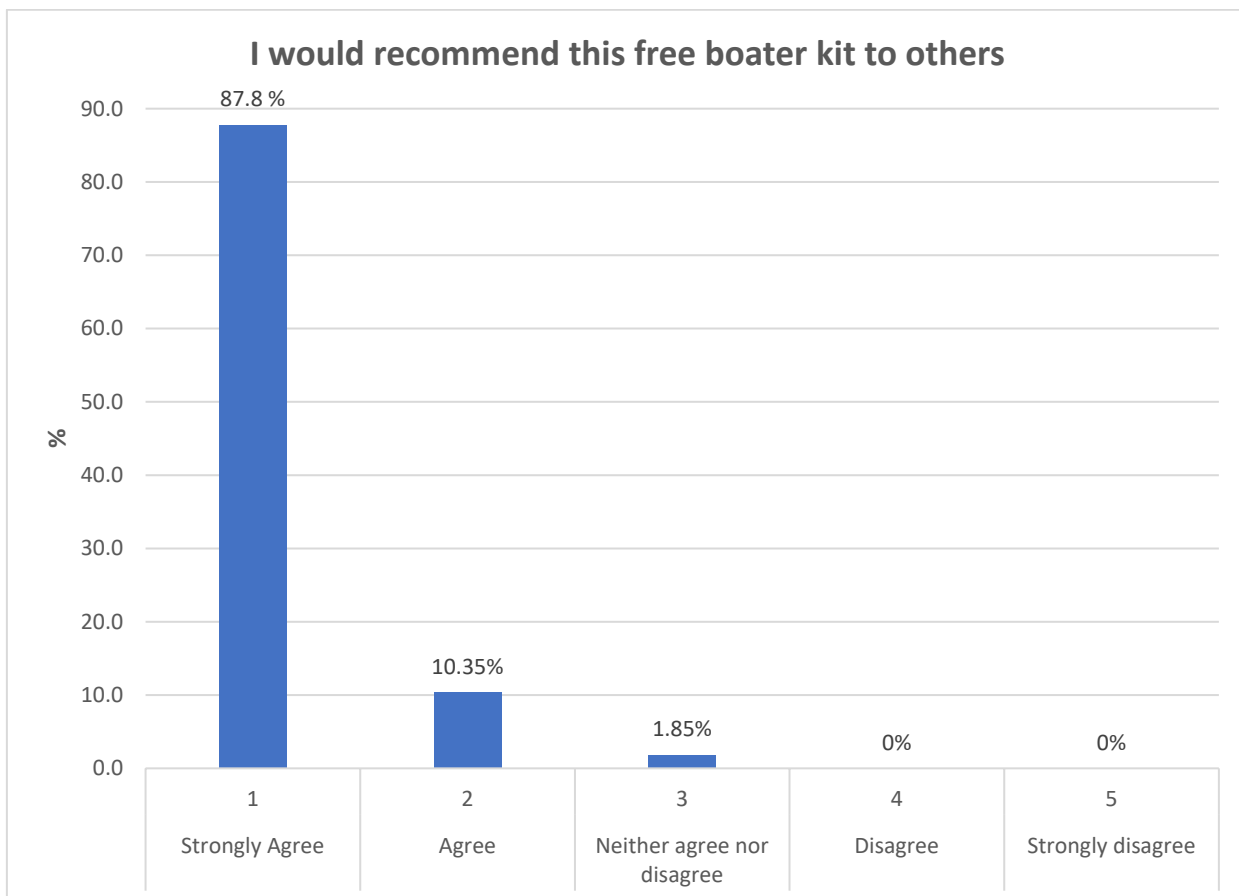
Image 1: Dockwalkers conducting boater education and collecting the questionnaire at a marine supply store.
Source: LA Conservation Corps



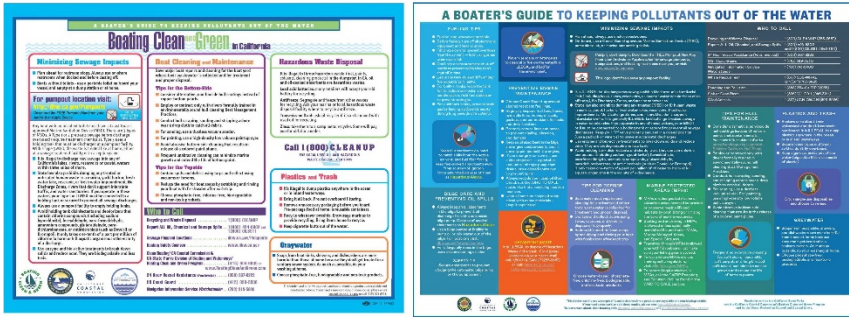
Image 2: Dockwalker Partner, Carol Smith, conducting a clean boating presentation at an event at the Port Royal Yacht Club in Los Angeles.

Results

Over 98% of the respondents (98.2%) would recommend the Kit to others. About 2% (1.85%) did not have a specific opinion about recommending the Kit to others.

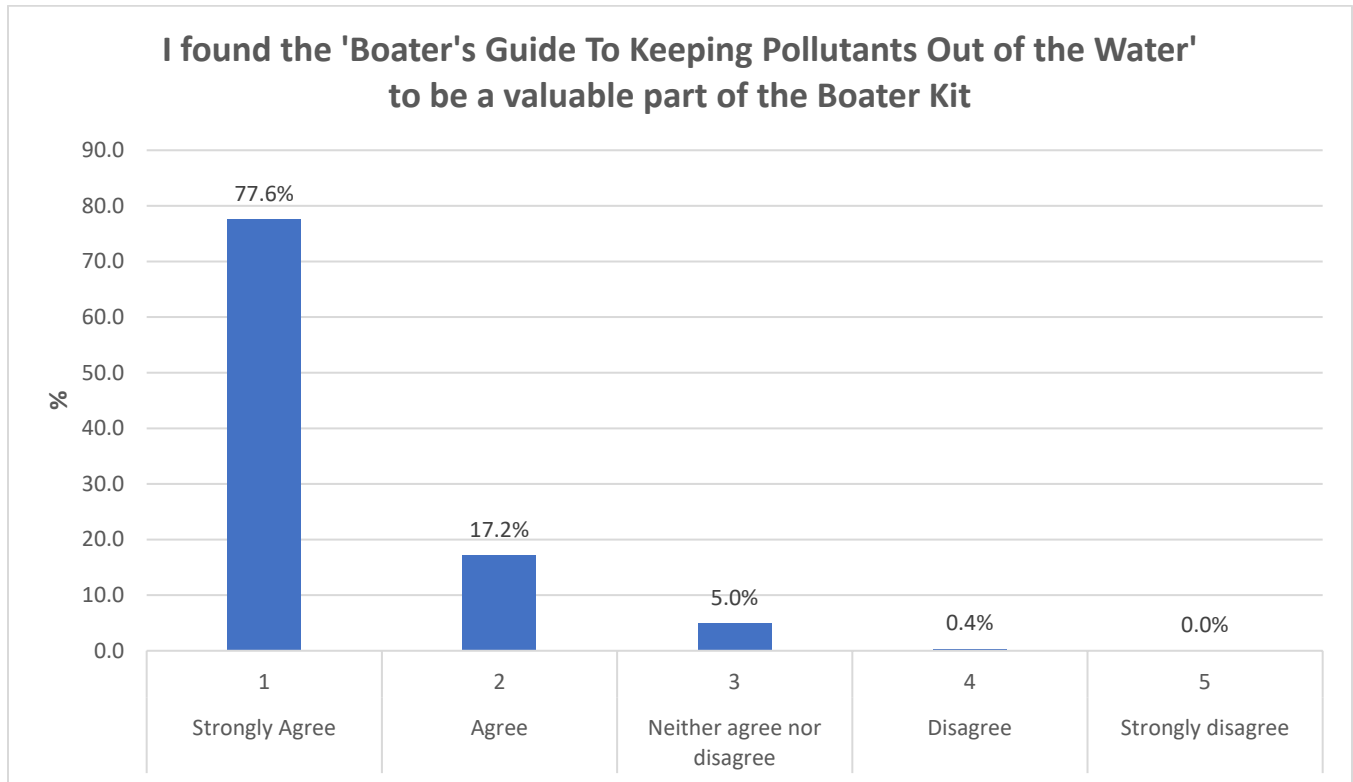


'Boater's Guide To Keeping Pollutants Out of the Water'



About 95% (94.7%) of the Boater Kit recipients found the 'Boater's Guide To Keeping Pollutants Out of the Water' (Binder Card) to be a valuable part of the Boater Kit. 5% of the respondents "neither agree nor disagree" and 0.4% did not

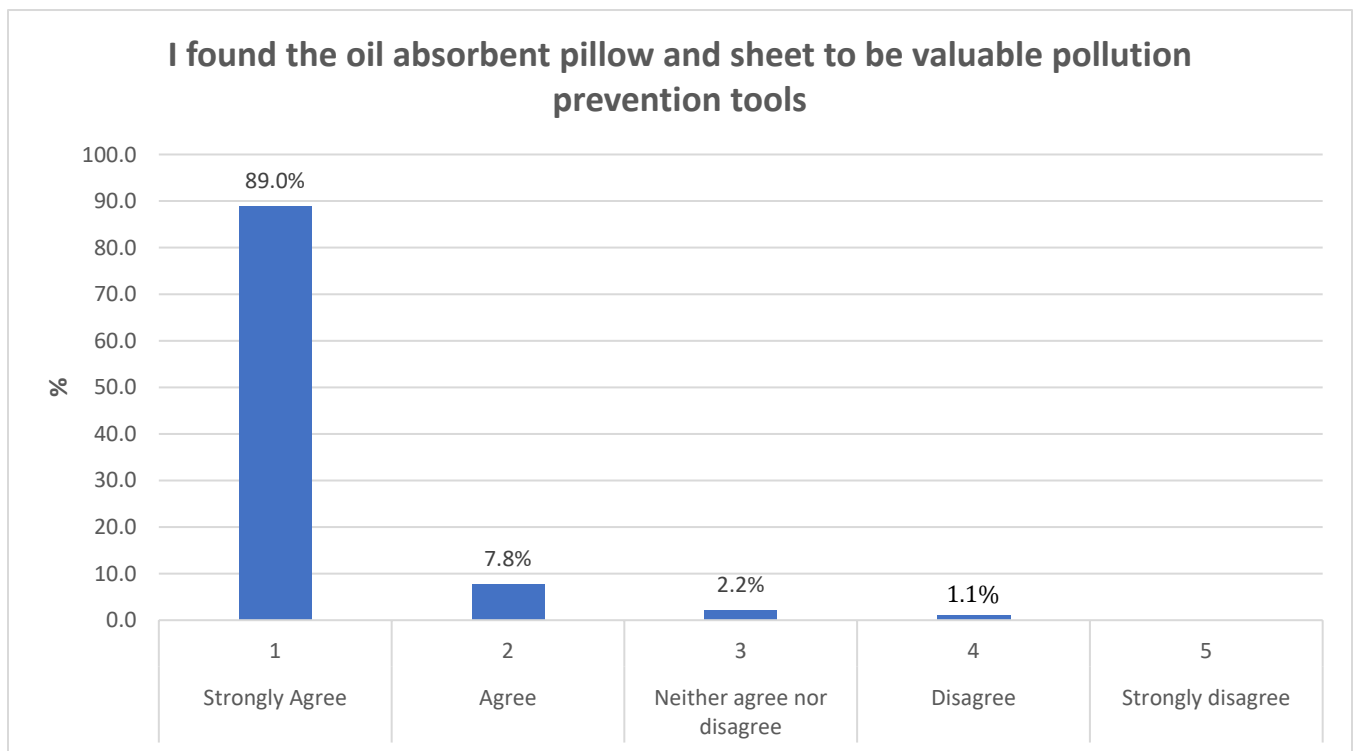
agree about the value of this publication. In 2021, Kits included one of two versions of the Binder Card. The image above depicts the two versions of the binder card which were used in 2021. The new and revised version (right) is multi-sided, with one side in English and the other side in Spanish.



Oil Absorbent Pillow and Oil Absorbent Sheet



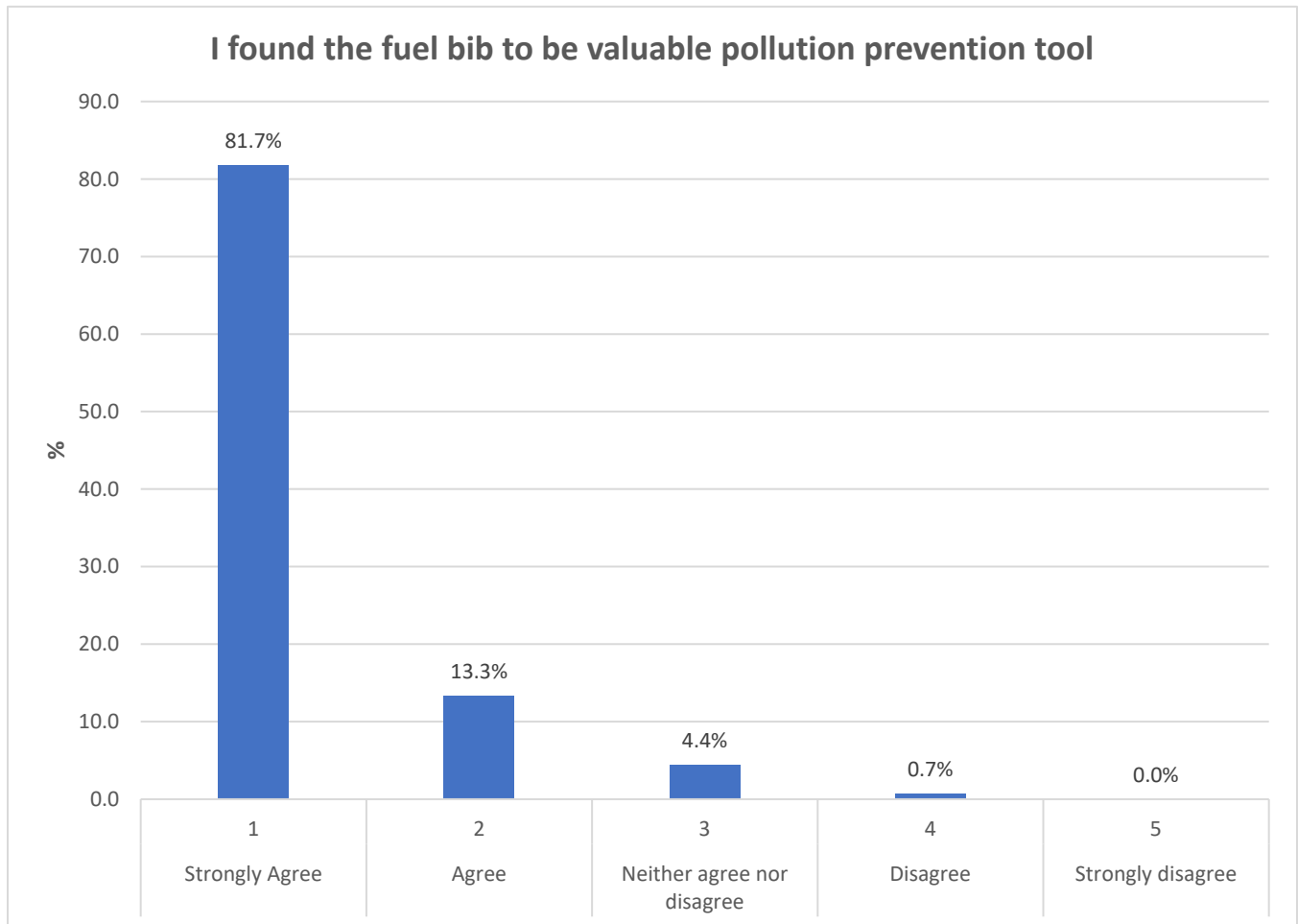
About 97% (96.7%) of respondents found both the oil absorbent pillow and oil absorbent sheet to be valuable pollution prevention tools. Only 2.2% of the respondents “neither agree nor disagree” and 1% disagree with this pollution prevention tool being a valuable component of the Kit.



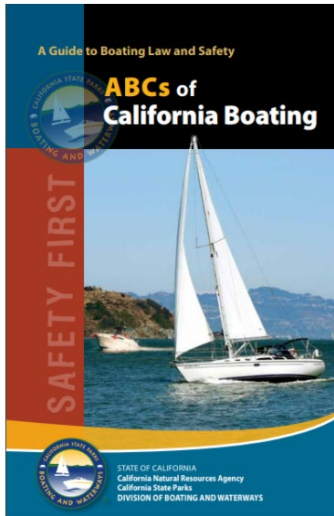
Fuel Bib



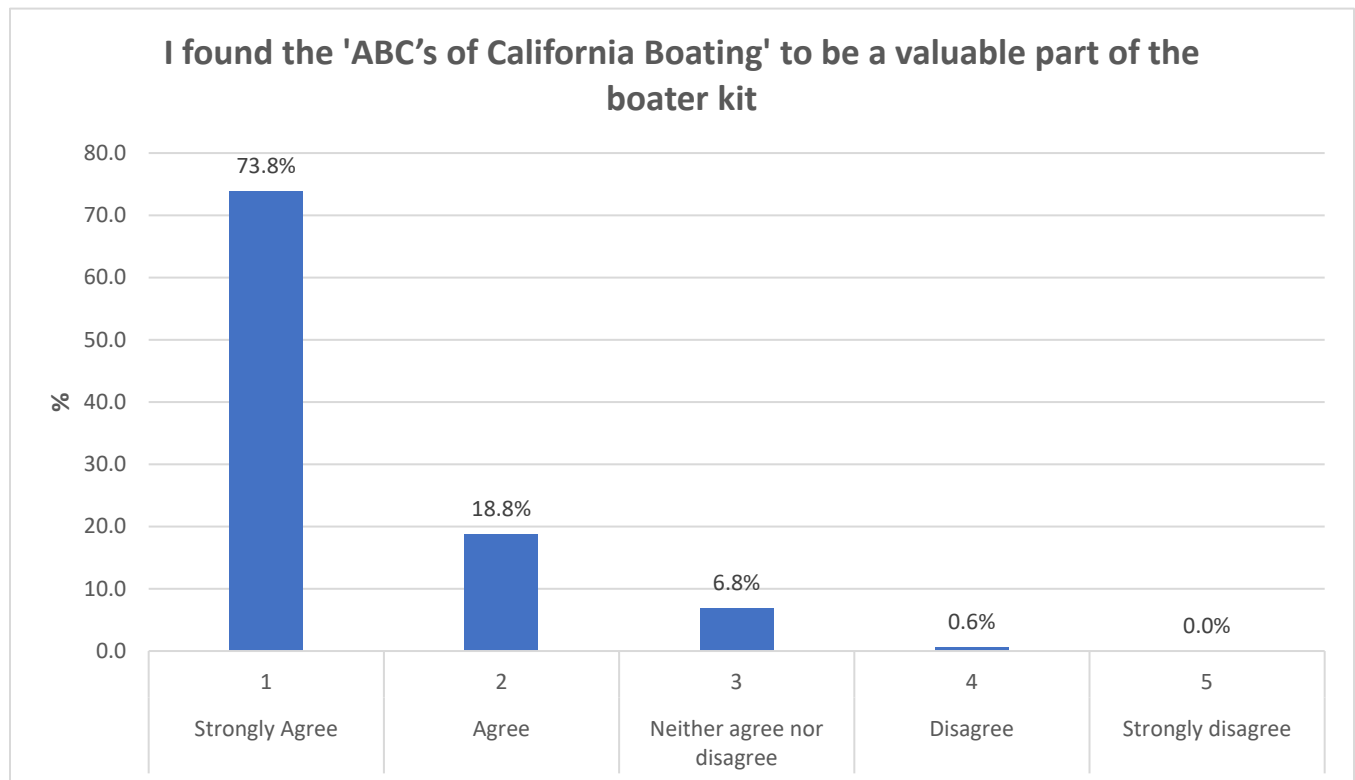
95% of Kit recipients found the fuel bib to be a valuable component of the Kit. 4.4% of the respondents “neither agree nor disagree” with the fuel bib being a valuable component of the Kit. Around 1% (0.7%) of the Kit recipients did not find the fuel bib to be a valuable component of the Kit.



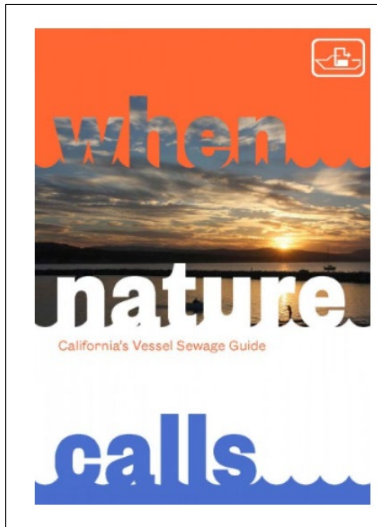
ABCs of California Boating



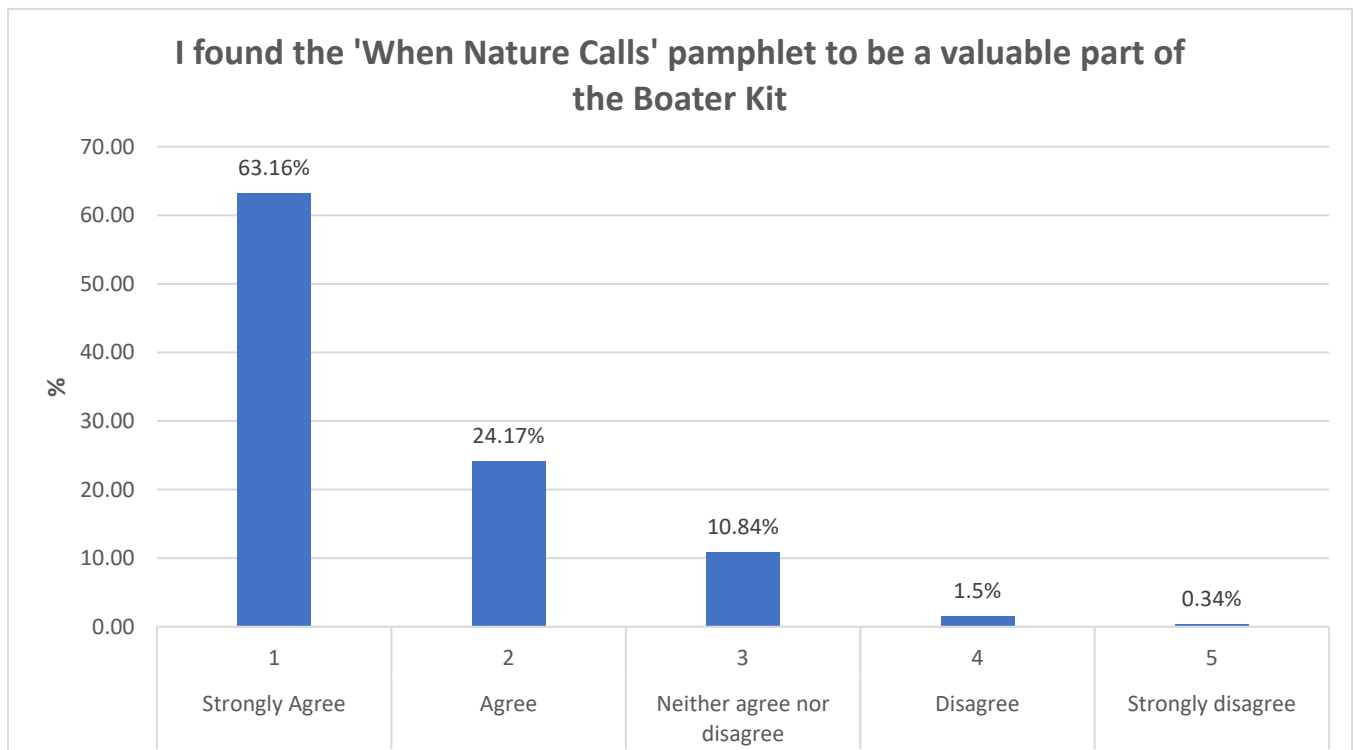
About 93% (92.6%) of the respondents found the *ABCs of California Boating* to be a valuable part of the Boater Kit. Around 7% (6.8%) of the Kit recipients did not find the resource to be a valuable or invaluable component of the Kit. Approximately 1% (0.6%) of the respondents did not find this publication to be a valuable part of the Kit.



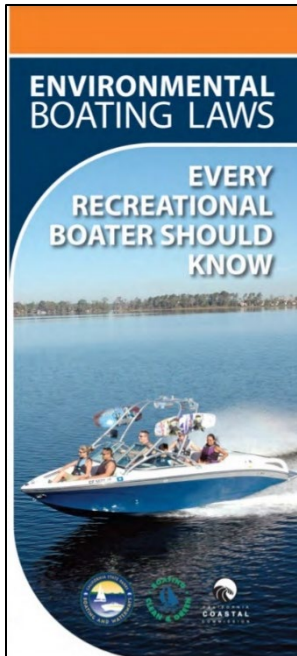
'When Nature Calls' Pamphlet



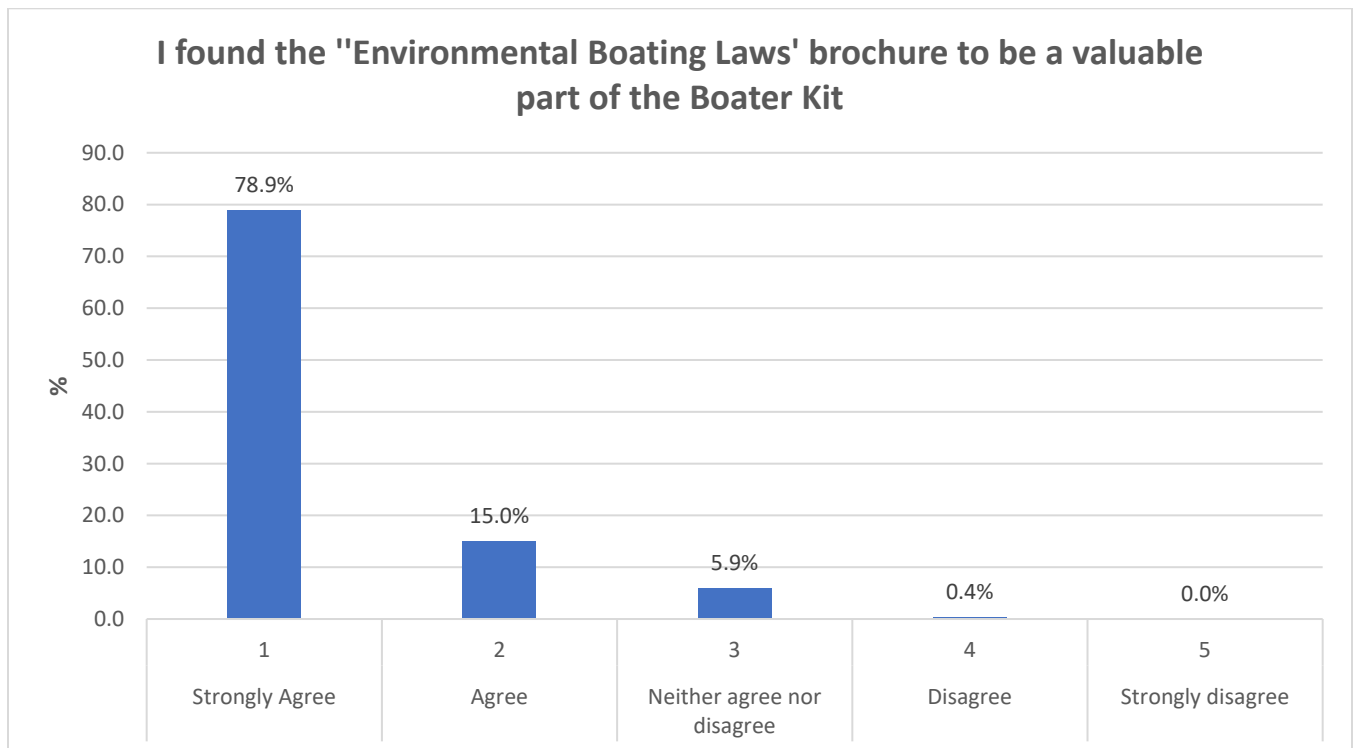
87% (87.33%) of the respondents found the 'When Nature Calls' Pamphlet to be a valuable part of the Kit. Around 11% (10.84%) neither agreed nor disagreed with this pamphlet being a valuable component of the Boater Kit. 1.8% did not find this pamphlet to be a valuable component of the Kit.



Environmental Boating Laws Pamphlet



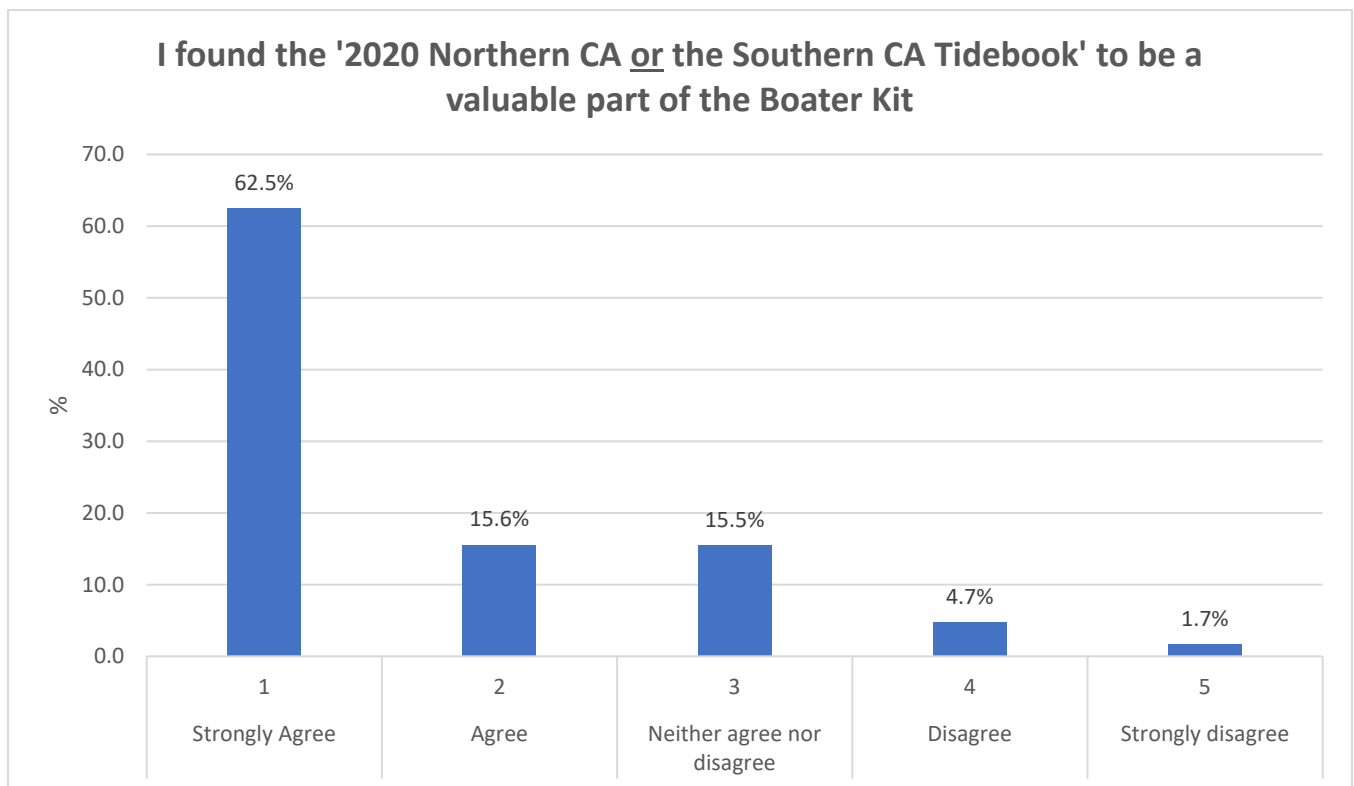
About 94% (93.9%) of the respondents found this pamphlet to be a valuable component of the Kit. 6% (5.9%) of the boaters who received the Boater Kit did not have a specific opinion about the value of this educational pamphlet. 0.4% of the respondents did not find this pamphlet to be valuable.



West Marine Coupon



Over three-quarters of the respondents (78%) found the *West Marine* coupon to be a valuable part of the Kit. 15% neither agreed nor disagreed with this coupon being a valuable component of the Kit. Almost 7% did not find this coupon to be a valuable component of the Kit.



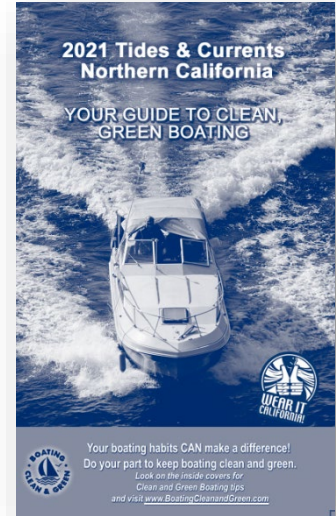
Northern CA or Southern CA Tidebook



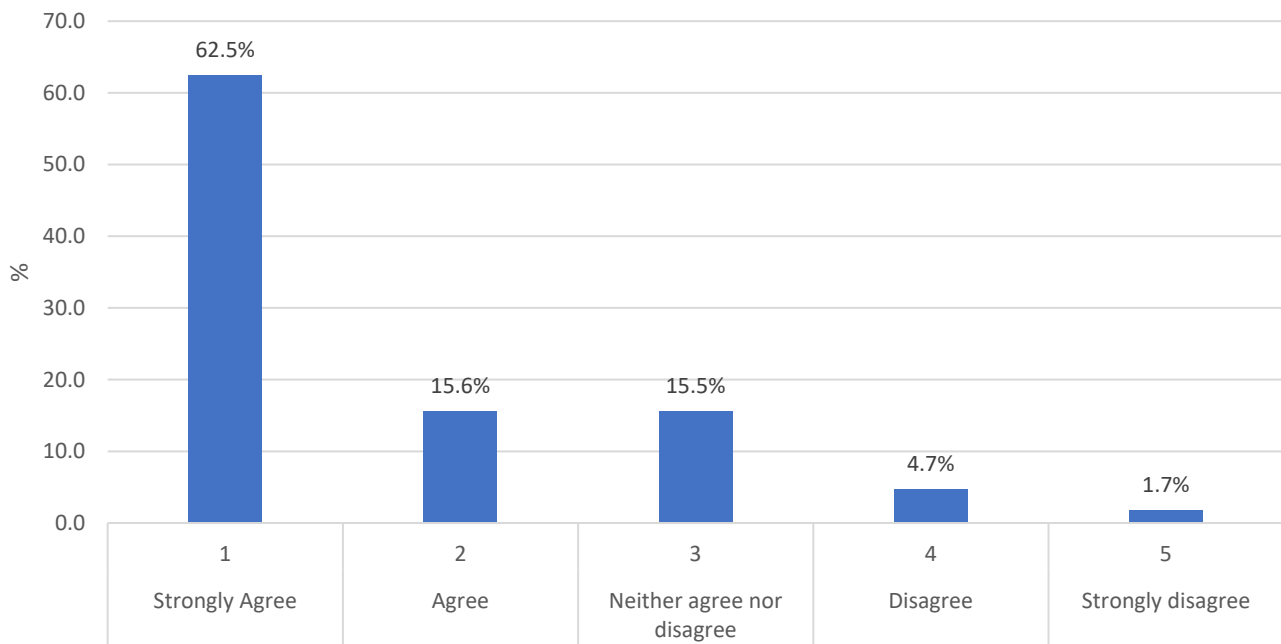
Depending on a boater's regional location, they received the Southern California or the Northern California Tidebook.

78% of the Survey respondents found the Tidebooks to be valuable publications.

Almost 16% (15.5%) of the respondents neither agreed nor disagreed with the Tidebooks being a valuable part of the Kit. 6.4% of the respondents did not find this publication to be valuable.



I found the '2020 Northern CA or the Southern CA Tidebook' to be a valuable part of the Boater Kit

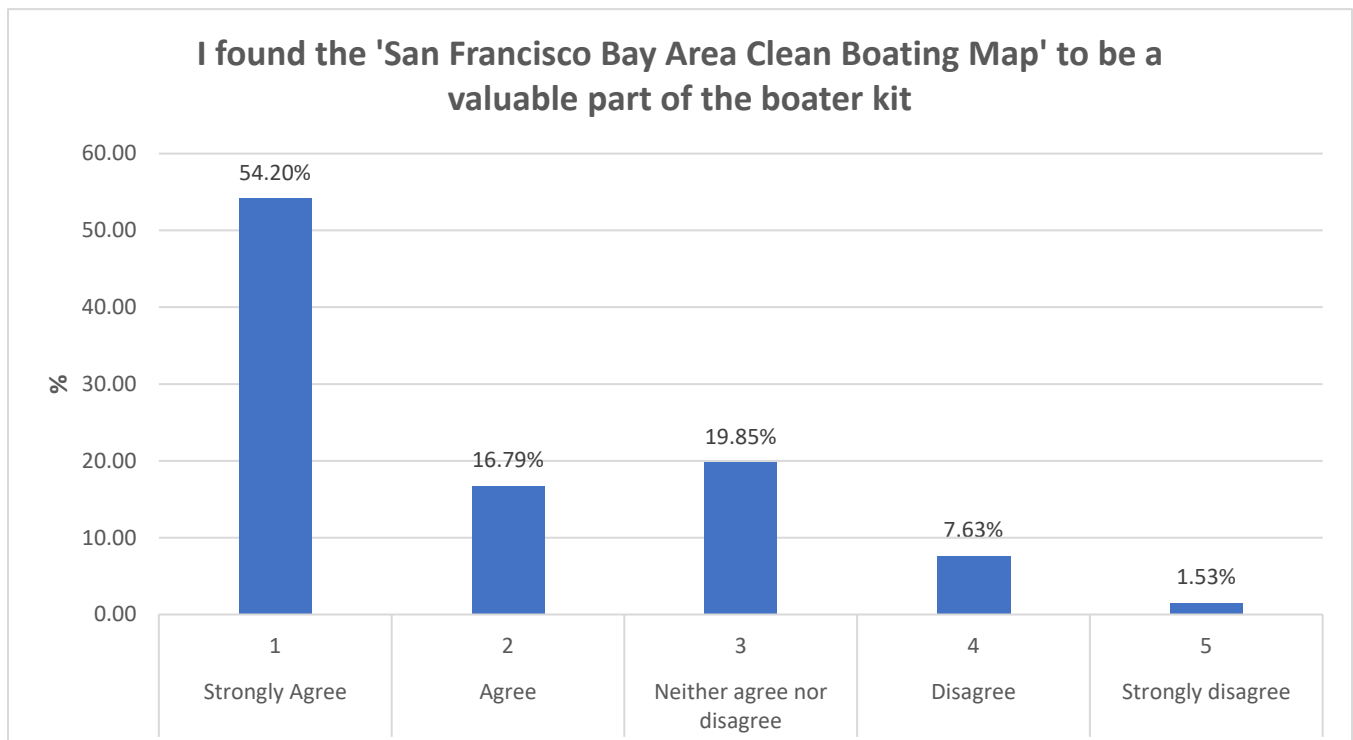


Northern California Boater Kit Specific Items

- San Francisco Bay Area Clean Boating Map



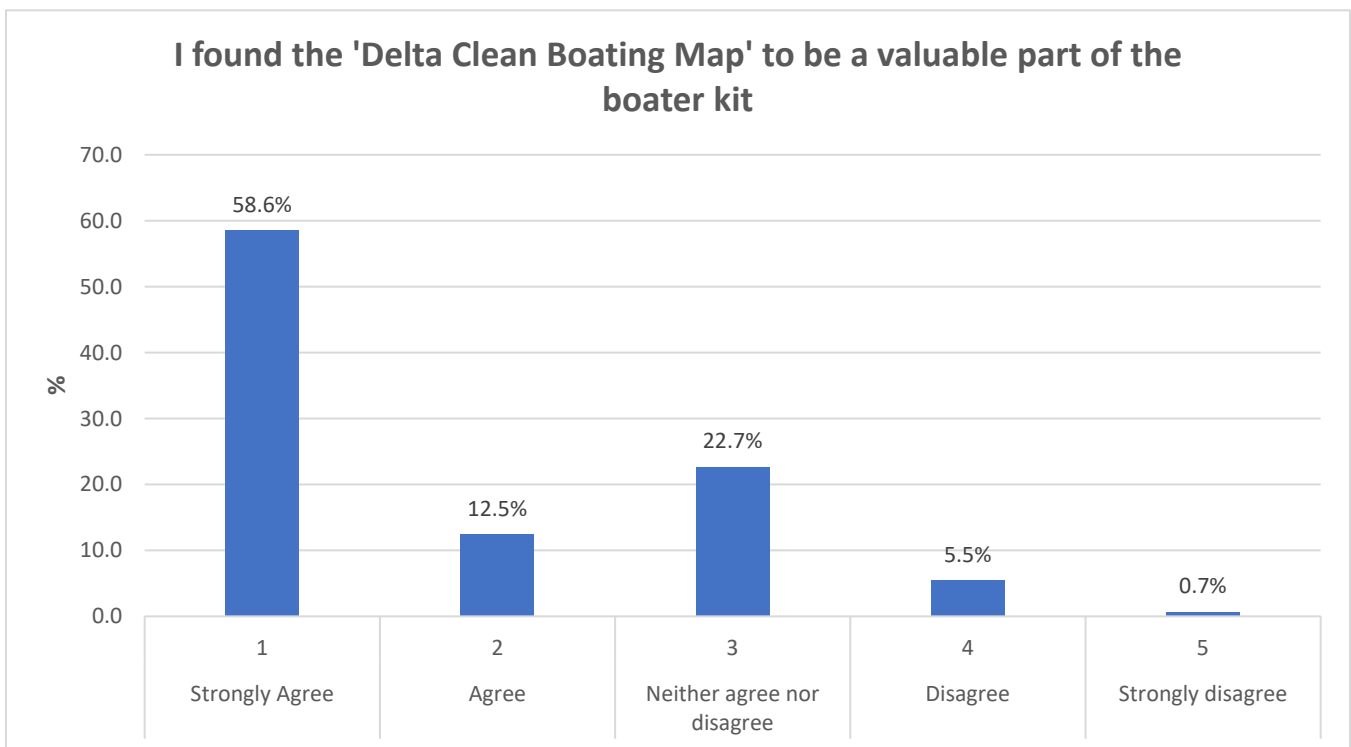
71% (70.99%) of the Northern California Boater Kit recipients found the *San Francisco Bay Area Clean Boating Map* to be a valuable component of the Kit. Approximately 20% (19.85%) of the boaters who received the Boater Kit neither agreed nor disagreed with the Bay Area Map being a valuable part of the Kit. 9.16% of the respondents did not find this publication to be valuable.



- Delta Clean Boating Map



71.1% of Northern California respondents found the *Delta Clean Boating Map* to be a valuable component of the Kit. Almost 23% (22.7%) of the boaters who received the Boater Kit neither agreed nor disagreed with the Delta Map being a valuable part of the Kit. 6% (6.3%) of the Boater Kit recipients did not find the map to be a valuable component of the Kit.

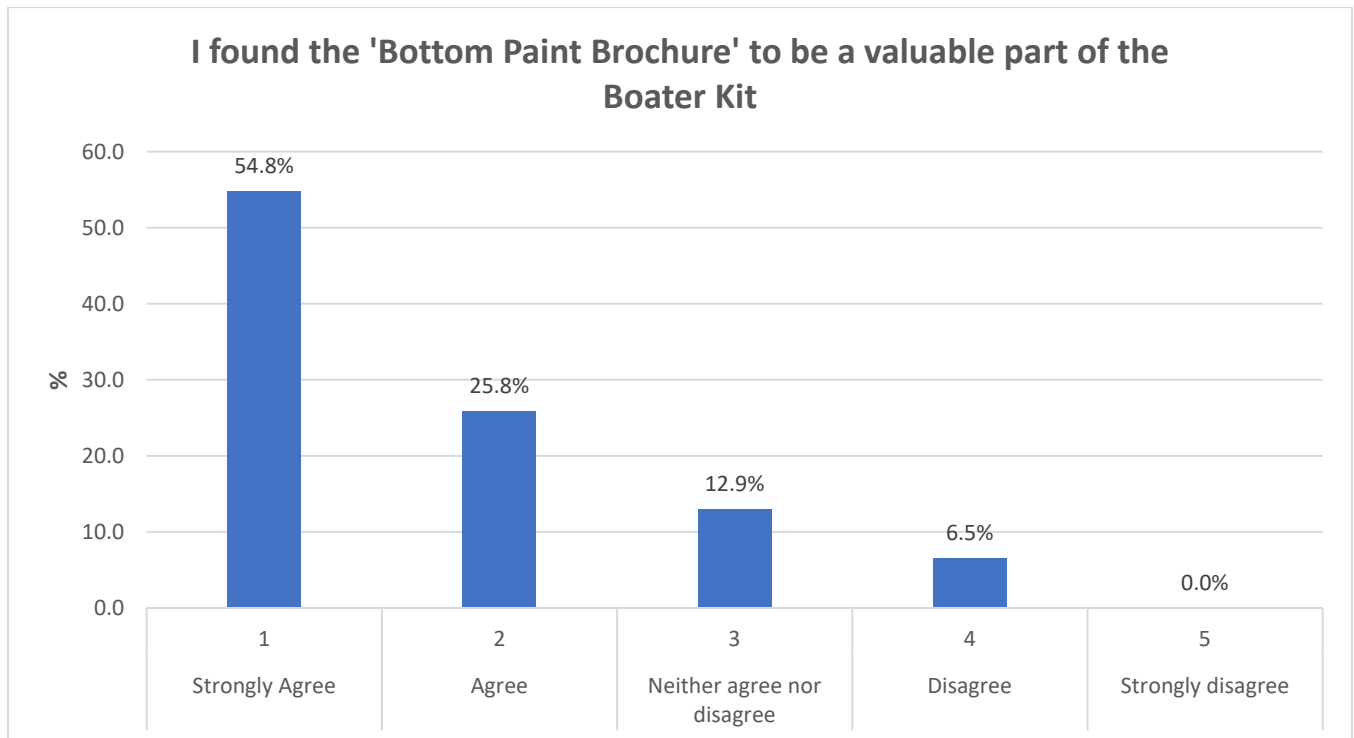


Southern California Boater Kit Specific Items

- Boater's Guide to Using Hull Paint in California



About 81% (80.6%) 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. About 13% (12.9%) of the Kit recipients did not have an opinion about the usefulness of this educational brochure. About 6% (6.5%) did not find this brochure to be a valuable component of the Boater Kit.



The following Table shows a summary of the 2021 Boater Kit Feedback Survey responses, ordered by the items deemed most useful by respondents:

Most Useful item Ranking	Item	Combined Strongly Agree and Agree (%)	Neither Agree nor Disagree (%)	Combined Disagree and Strongly Disagree (%)
	CA Boater Kit	98.2	1.85	0
1	Oil Absorbent Pillow and Sheet	96.7	2.2	1.1
2	Fuel Bibs	95.0	4.4	0.7
3	Binder Card	94.7	5.0	0.4
4	Env. B Laws	93.8	5.9	0.4
5	ABCs	92.6	6.8	0.6
6	When Nature Calls Brochure	87.3	10.8	1.8
7	West Marine Coupons	78.2	15.0	6.9
8	Tidebooks	78.0	15.5	6.4

The eight common educational materials and pollution prevention tools included in both Northern and Southern California Boater Kits were considered valuable by over 78% of the survey's participants. The oil absorbent pillow and sheet, fuel bibs, and *Binder* were the top three most valuable items. The Environmental Boating Laws, ABCs of Boating Law and *When Nature Calls* brochure were considered valuable items in the Kit by over 87% 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	71.0	19.8	9.1
	Delta Map	71.1	22.7	6.3
Southern CA	Boater's Guide to Using Hull Paint in California	80.6	12.9	6.5

71% 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. 15% of the Northern California Boater Kit recipients did not find the maps to be a valuable component of the Kit. 81% of the Southern California Boater Kit recipients found the *Boater's Guide to Using Hull Paint in California* brochure to be a valuable item in the Kit.

In addition to psychometric cued questions corresponding to each item included in the 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:

- Thank you
- This kit is great and very useful to educate ourselves and others around the marina.
- On the whole, these kits are very informative and useful. Thanks for all you do!
- Thank You, this Boater Kit with information and products to help absorb oil, very beneficial
- I think the kit is great!!
- I am a new Large vessel owner and the information I received is a must for me. Thank you
- Love the boater kit and the happiness they get when I give them the boater kit after filling out the questionnaire
- Great Kit, it is very comprehensive
- This is an excellent kit for borders
- I like the key cards as good reminders of things we might forget
- Awesome

- Overall it's a good kit & I hope people take time to read the information especially the Environmental piece. Too many boaters are polluting the rivers and waterways so hopefully this will make them think twice.
- This whole package is very, very helpful as a beginner boater learn a lot about how to keep the water clean and also provide all the items that with actually helps me keep the oil away from the water.
- None
- This was fun and informational
- I really like the fuel bib! I have never seen one of these before.
- Overall, I think this is a great, helpful kit!
- I found that this is good for people on Motorized Boats.
- I enjoyed reading the pamphlets in my package. Very informative.
- Wish the kit had a floating keychain maybe some waterproof stickers
- Thank you for the awesome info!
- I really do love this kit, tons of information
- Thanks for the Boating kit!!
- How about including an oil discharge placard and a garbage discharge placard.
- Tidebook could be simplified.
- Coupon for West Marine is nice but in San Diego West Marine is "Tiffany by the sea".
- I learned a lot about power boat needs.
- You need a not applicable dot for the tides, Delta, and Bay pages
- I love this Boater kit; I absolutely learned a lot that I didn't know
- Love this kit
- I found the kit to be both useful and informative.
- Information was great. I only used the non-motorized boat information.
- A tide book with graphs of tide height (y-axis) vs time of day (x-axis) would be more helpful.
- I loved receiving the free Ca boaters hand out, lots of great info and as a great reminder to always do our part to keep our waterways cleaner and safer for us and future generations.
- The maps are very helpful
- My boat is in the Benicia Marina & boss man who gave it to me is the best!!!!
- Some of the people that tried to use the West Marine Coupon had problems using it.
- Loved the kit and thank you again!!!
- Valuable information!
- Great work! Thank You!
- It is a great kit!
- Everything in the kit is either a useful tool or valuable information.
- Thanks.
- On the whole, the kit contains some very useful information.
- Thank You
- Enjoyed the zoom class!
- Nice service to offer

- I would also ask whether the person has their CA Safe Boater Card - some of the responses will be based off whether the boater has the knowledge or not, or practices the skills or not.
- Your seminar was excellent, with good knowledgeable speakers. I am recommending your program to all the water boards I sit on as a strong educational class.
- To many boaters do not think or realize the damage caused by releasing oily bilge area and bilge pumps, as well as raw sewage into the ocean, lakes and rivers.
- Again great educational class/seminar. Thank you.
- Everything in the kit was very helpful. The absorbent towels and pillow have been especially useful. One thing that would be great to include in the kit is info and/or the study booklet for the CA boaters card. I've had mine for a couple years now, but I know the majority of my friends and dockmates do not. Nor do they know how to obtain one. Even if it's just a pamphlet with what the card is, why we need one, and a website link on how to get one - it would be beneficial.
- Thank you for the free boater's kit. I very much appreciated the items in the kit.
- I think that any information that reminds/teaches people to think of the environment while out enjoying pleasure boating, fishing or sailing is great and should keep getting the message out!
- Thank you for the kit. It contains great information and tools. I hope every boater gets one of these kits.
- This is a great tool and we often share information from it with others in our marina.
- I really liked the tide calendar
- Very nice kit -- highly recommended to all my boating buddies.
- Appreciate you putting together a very informative package.
- I found the tide book to be confusing. A normal book with real time and a variance per area is a lot more valuable if you can read it.
- About a week after I received my kit, I experienced some sort of leak/spill by my boat. I immediately used the oil pillow and went straight to West Marine to use the coupon to get more! Thanks :) (and thankfully it wasn't from my boat)
- You did a good job putting this together. Very nice. Thank you.
- I really like the bib.
- Great program
- What a wonderful Kit. Thank you for the kit and the education.
- These kits are GREAT, especially the fuel bib!! I wish that these kits were more readily available at my local southern California marina offices &/or Auxiliary Coast Guard, etc. locations. Thank you.
- Thank you for this great kit, education and program!
- Thank you
- Thank you for the kit, very helpful
- Love and appreciate your work!
- Keep it up, this is great!
- I think just watching guys at the boat ramp and seeing the stupid stuff that people put into the water is well worth taking a look at. Just explaining to the guys that start the day

with a hydrocarbon sheen around their boat from oil and fuel how bad that is would be very useful

- Great give away, lots of information well needed!
- Thank you for the boater kit we use the bib and tide chart
- Great kit! Live the fuel bib! Thanks so much and thanks for all you are doing to raise awareness and help our environment!
- Excellent seminar and Boater Kit. All information very valuable. Appreciate very much the opportunity to have attended. Thank you.
- Excellent kit for 1st time boat owners
- Thank you very much
- Great kit, Thank you
- Many of us probably think we have all the information for boating, but that's not necessary true. I found that the information in the Boaters Kit useful and very helpful providing me with things I'd forgotten about or just wasn't on my mind. We often take it for granted that we know... So thank you for reeducating me on some basic boating knowledge, requirements and marine/boating laws.
- Thank you again for the Boaters kit and the opportunity to participate with the on-line seminar
- Thank you for providing this training and valuable tools to keep our oceans pollutant free.
- None
- Thank you. I appreciate the diaper, pillow and fuel bib as well as the card
- Very useful kit to keep our waters clean

Conclusions and Recommendations

Overall, this Survey demonstrated the 2021 California Boater Kit is considered a valuable educational tool by recipients. 98% of 2021 Boater Kit Feedback Survey participants would recommend it to other boaters. This finding and the highlights below underline the continued use of the 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 71% and 98% of respondents, depending on the item)
- Most items found in both regional Boater Kits (8 items: Oil Absorbent Pillow and Sheet, fuel bibs, *ABCs of Bating Law*, *Binder Card*, *Environmental Boating Laws*, and *When Nature Calls* brochure) were considered valuable by more than 85% of survey respondents. Two items (*West Marine Coupon* and *Tidebooks*) included in both regional Boater Kits received a valuable rate of 78%.
- The two most valued items were the oil absorbent pillow and sheet, followed by the fuel bib. The most valuable informational item was the Binder Card. For the region-specific items included in Northern California Boater Kits, the San Francisco and Delta maps were considered valuable items (71% rate, respectively) and in Southern California the *Boater's Guide to Using Hull Paint in California* brochure with 81% valued rate.

This year Partners used the life jacket incentives to increase responses and participation in the Boater Kit Survey Feedback. The incentive was mentioned in the emails sent to those boaters who provided us with their email addresses in 2020. This strategy helped increase the response rate from 20% in 2020 to 32% in 2021. Next year, Partners will promote the life jacket incentive directly in the Boater Kit Questionnaire to further increase the response rate.

Since 2021 was the second year Partners utilized the Boater Kit Feedback Survey, and it was a year also impacted by COVID-19, it is recommended to continue to conduct the Boater Kit Feedback Survey in the next two to three years to acquire more significant input and increase data collection from 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 which (if any) Kit items need to be removed, re-designed, or replaced with alternative educational materials.