



SOBA 2019 – Portsmouth, VA

A stylized background illustration of a coastal landscape with blue mountains, a teal body of water, and a dark blue foreground with silhouettes of reeds. A small bird is flying in the sky.

Exciting Pollution Prevention Updates from Sunny California!

SF Estuary Partnership – The Bay Foundation

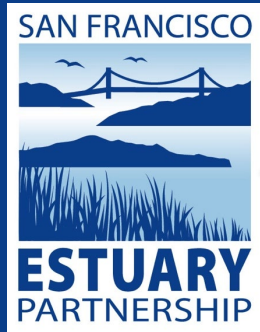


Who are we?

Let's start with introductions

1

National Estuary Programs in California



Funding was provided by a Clean Vessel Act grant, administered by California State Parks Division of Boating and Waterways and funded by the U.S. Fish and Wildlife Services, Sport Fish Restoration and Boating Trust Fund.



Pumpout Nav 3.0

Introducing New Features

2

Pumpout Nav

Available **NOW** for **FREE** on iOS and Android
Visit your App Store and search for Pumpout Nav





Pumpout Nav is a tool...

- For boaters to **find** functioning pumpouts
- New!: **dump stations** and **floating restrooms**
- For CVA staff to **monitor** and manage the pumpout network
- 10K+ installs so far!
- “Breaking new ground in this category”

Pumpout Nav – What's New?

New version is rolling out/ in beta

- New design
- New audience

7:45



*Save the waters
you love*

Pumpout Nav

Find the Nearest Pumpout, Dump
Station or Floating Restroom

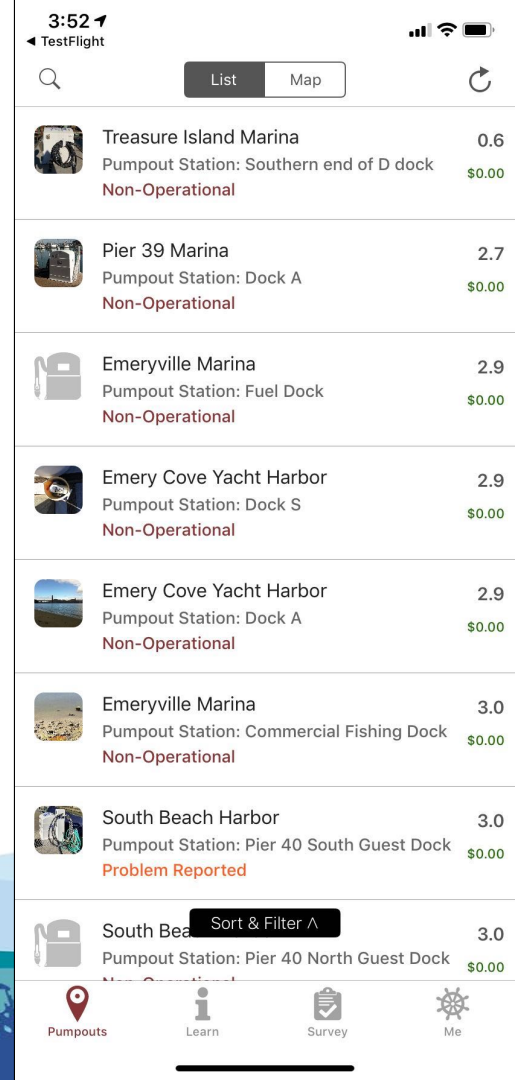


Powered by epical™

Pumpout Nav – What's New?

- All types of sewage disposal facilities are now supported by Pumpout Nav
- Shows nearest pumpouts, dump station, or floating restrooms to your location on a map or a list
- Lets you find out information about the facility (cost, location, etc.), and the operational status of pumpouts
- Sort through the facilities to better organize them, per distance, per price, or per statuses

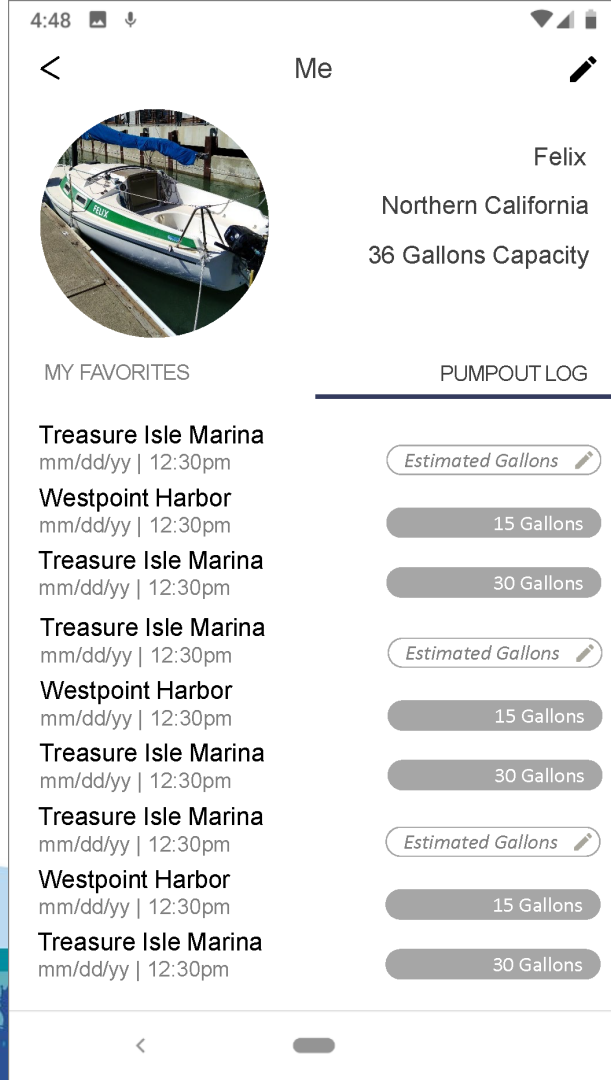
*DRAFT screenshot
Subject to change*



Pumpout Nav – What's New?

- A newly redesigned “Me” section let the user get a more customized experience
- Easily find your favorite units
- Log the pumpout events to keep track of your holding tank capacity and needs

*DRAFT screenshot
Subject to change*



Map

Satellite

Pumpout Nav – Nationwide

Thanks to project partners in Vermont, Oregon
and Washington!





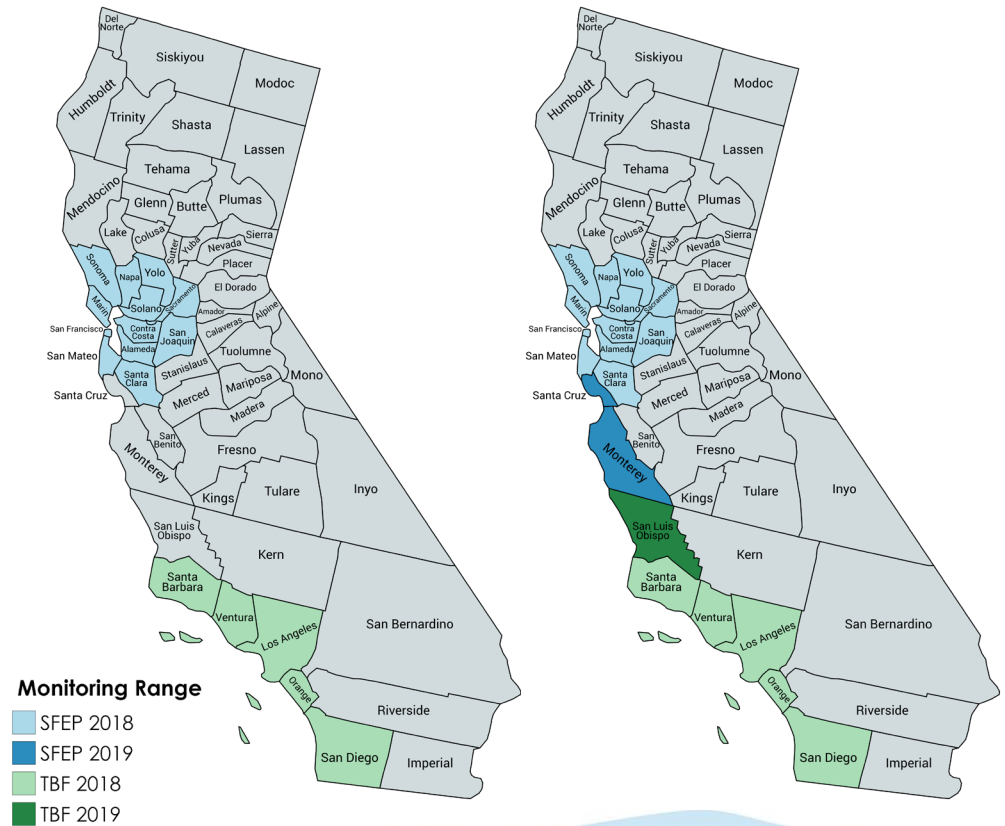
Monitoring Expansion

Covering New Ground

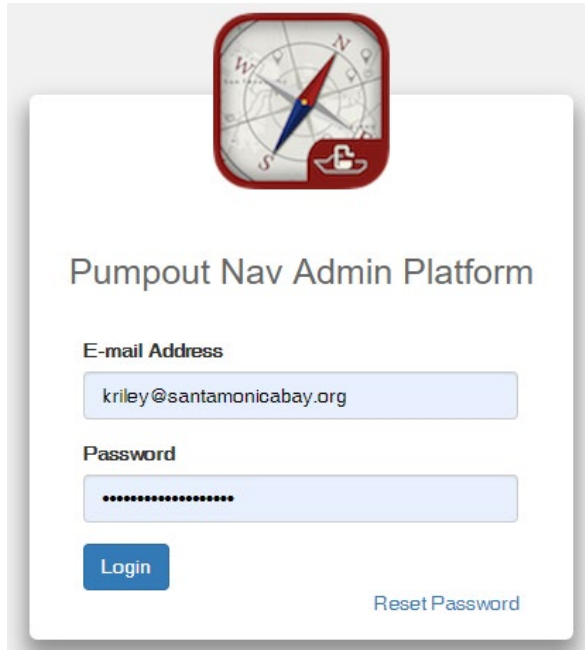
3

Where to?

- Geographic range increased
- 3 National Estuary Programs (NEPs) in California
- Close data gap



Expanding Pumpout Monitoring in Southern CA



The image shows a login interface for the Pumpout Nav Admin Platform. At the top is a red square icon with a white compass rose and a small white boat icon. Below the icon, the text "Pumpout Nav Admin Platform" is displayed. Underneath, there is a label "E-mail Address" followed by a text input field containing the email address "kriley@santamonicabay.org". Below that is a label "Password" followed by a password input field with masked characters. At the bottom left is a blue "Login" button, and at the bottom right is a "Reset Password" link.

Pumpout Nav Admin Platform

E-mail Address

kriley@santamonicabay.org

Password

.....

Login

Reset Password

Onboarding a new region:

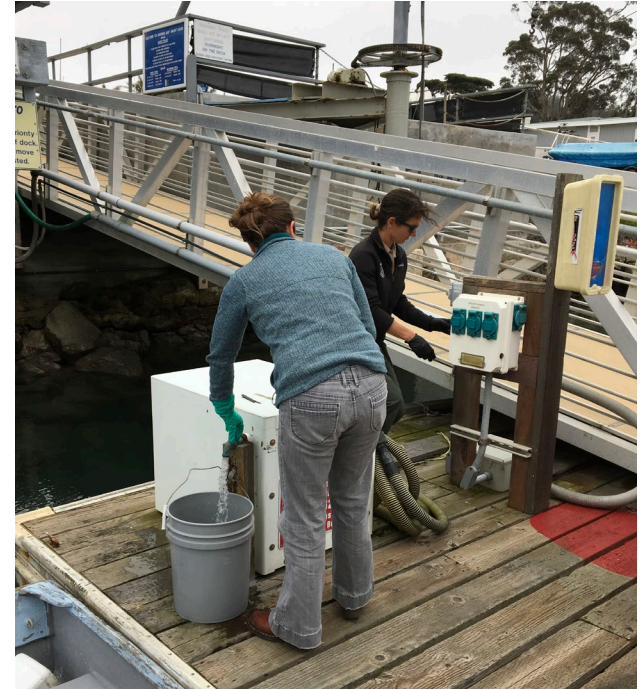
- Pumpout Nav admin platform – new credentials
- Locate publicly available pumpout units in Morro Bay
- Make connections

Training in the Field

- ◉ Hands-on training
- ◉ Pumpout Nav

WHY MONITOR?

- ◉ Optimal pumpout usability
- ◉ Open communication about CVA funding opportunities





Social Media

Targeted Ads

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Examples



The Bay Foundation

Sponsored

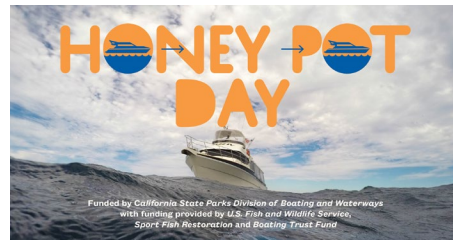
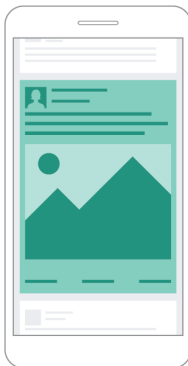
LA County Coastal Boaters! If you have a holding tank, you can get 1 free mobile pumpout.



HONEYPOTDAY.ORG

Sign Up for Honey Pot Day

Sign Up



LA County coastal boaters: do you have a holding tank? Get 1 FREE mobile pumpou...

Why Use Targeted Facebook Ads?

- We hit a barrier with regular outreach efforts
- New audience

Year	Participants Per Year
2014-2017 (Average)	83
2019	104

Not over yet!



Results

Frequency ⓘ

7.04

Unique Link Clicks ⓘ

832

Reach ⓘ ▼

25,424

Amount Spent ⓘ

\$1,800.00

25,424 Reach 7.04 Frequency



Glossary

Frequency: The average # of times each person saw your ad

Reach: The # of people who saw your ads at least once (does not include multiple views of ad by same people)

Unique Link Clicks: The # of people who clicked on link within the ad

Future Use of Targeted Ads

- Videos
- Publications
- Targeting new audience





New Pollution Prevention Tools

Stealing WA's Thunder

5

Universal Deck Adapter Kit

- New pollution prevention tool added to the outreach arsenal
- Originally from Washington State CVA: function of SOBA as a networking and idea sharing opportunity
- 1" or 1 1/2" threaded adapters screw into deck fitting and attach to universal clamp
- Cleaner, simpler, more efficient pumpout

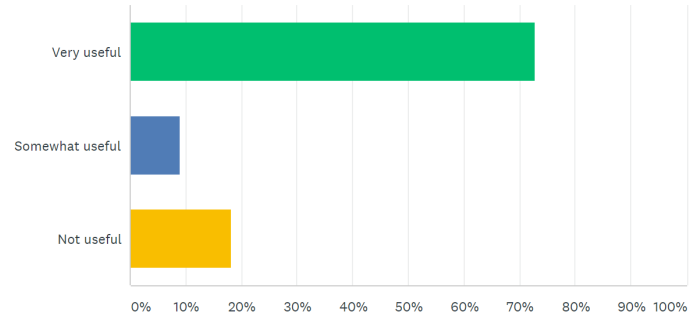


Pilot Project Successes

- Washington State CVA has given out over 12,000 since 2010, has seen 3-fold increase in pumpout use.
- SFEP has distributed 250 kits at marinas, boat shows, and more
- Feedback from users has shown these kits are useful and boaters would recommend them to others
- Price per unit: ~\$4.90
 - Adapter: \$4.05
 - Tube: \$.70
 - Gloves: ~\$.15

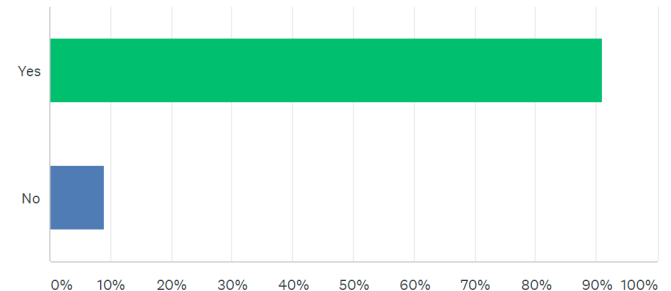
How useful do you find this adapter?

Answered: 11 Skipped: 0



Would you recommend this to a fellow boater?

Answered: 11 Skipped: 0



Feedback and Recommendations



- Hosted pumpout trainings using the kit
- Eco-friendly packaging
- Tutorial video
- Encouraging marinas to adapt to quick-connect parts
- Overall: generally positive feedback for an ongoing program!

THANKS!

Any questions?

Adrien.Baudrimont@sfestuary.org
Kriley@santamonicabay.org
Liz.Juvera@sfestuary.org

