

# Building an Effective CVA Program: How to prioritize and tackle decades of strongholds

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*2019 SOBA Annual Boating Access Education and Training*

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# North Carolina's Inland Lakes

- 28 Inland Lakes
  - 23 natural lakes
  - 5 man made lakes
- 269,881 acres of water
- Lake Norman is our largest lake
  - 34 miles long
  - 520 miles of shoreline
  - Holds 3.4 trillion gallons of water
  - Trump declared it the largest man made lake in the world in 2018
- Fontana Lake is our deepest lake
  - Max depth of 440 feet
- 91 marinas



# Morning Star Marina



# Fontana Resort Marina



# Lilly's Bridge Marina



**MARINE  
BOATBUILDERS  
COMPANY**



# NC Inland CVA Program

- 38 marinas with pumpouts
- 3 pumpout vessels
- 35 fixed pumpouts in the state
  - 25 of those installed with CVA funds
- 3 pumpout vessels, 1 fixed pumpout and 5 Operations and Maintenance Agreements in place for 2019 grant



# Education

- Attending five boat shows
  - Infographics
  - Swag
  - Informational Handouts
  - Education on proper disposal of MSD sewage
  - Locations of pumpouts and dump stations
  - Goal of educating and increasing awareness
- Implementing 2 Clean Vessel Act workshops in early spring of 2020
  - Go over NC's Inland CVA Program
  - Bringing in an aquatic biologist to discuss the importance of mussels in eco-system as well as the negative effects raw sewage has on mussel health.
  - Bringing in a water quality specialist from DNR to discuss water quality numbers in NC's lakes.
  - Have two of our sub-recipients speak on their experience with CVA and operating a pumpout.
  - Have a few pumpout vendors discuss the different types of fixed pumpouts and pumpout vessel options.
  - Opportunity to work on application and ask questions related to CVA Pumpout and O&M Program.



# Pumpout Program

- 5 years for fixed or cart pumpout
- 8 years for pumpout vessels
- Signage must be clearly displayed
- Record and maintain records of pumpouts
- \$5.00/pumpout
- 30 gallons constitutes one pumpout
- All of our marinas currently provide the service for free





# Operations and Maintenance Program

- 1 year agreements are signed with marinas
- We reimburse 75% of eligible expenses (fuel, labor, dockage, parts, permit fees, pumpout of holding tank)
- Must keep all invoices, receipts and copies of checks
- Must comply with terms and conditions of CVA program for 1 year
- Most marinas in the O&M program decide to continue in recurring years.



# Operations and Maintenance Program

- Agreement is very similar to our CVA pumpout agreement
  - All recreational vessels must have access to pumpout and dump stations funded under this grant program.
  - The Contractor agrees to post and maintain signage
    - NCWRC signage
    - The Contractor agrees to encourage public use of these facilities through distribution of educational and promotional information and through visible placement of signage.
  - The Contractor agrees to charge boaters no more than \$5.00 per pumpout.
  - Failure to provide sufficient documents may result in that cost either being determined ineligible for reimbursement or will delay your reimbursement package and result in loss of all funding.
  - If the marina owner, or agent, ceases to maintain this pumpout/dump facility according to the terms within this contract, all moneys paid by COMMISSION must be reimbursed to the COMMISSION by the marina owner or agent.



# Outreach

- Email blasts
- Biannual visits to each marina
  - Swag bags (CVA promotional items i.e. keychain compass, pens, hand towel, hand sanitizer)
  - New items this year for marinas not in the program (pop-sockets, CVA stickers, cups, floating keychain, and card holder/smart phone wallet)
  - Items for marinas in CVA program (5 gallon bucket, pumpout nozzle adaptor, towel, gloves)



# Measuring effectiveness

- Number of pumpouts in program
  - Our program is at a stage where we are always welcoming new marinas into the program. Any increase in the # of CVA pumpouts is an improvement to water quality, availability, and awareness.
- Measure pumpout density on lakes
  - Are the current pumpouts meeting the demand from recreational boaters?
  - Are some of your sub-recipients overloaded?
- Gallons of sewage pumped
  - No way of knowing how many gallons were dumped illegally
  - Tracking the gallons of sewage pumped out and handling correctly can produce a very powerful statistic.
- Water Quality
  - If your state environmental agency maintains water quality data, you may be able to monitor water quality parameters for E-coli or fecal bacteria.



# Challenges with CVA

- Keeping the word out. Notifying all marinas of the CVA program. (email, postage mail, advertising, etc.)
- Making sure that all who have CVA funded pump-out/dumpstation units are proactive in submitting invoices for work done
- Getting other state agency clearances to perform the work.
- Keeping marina owners ego's (business plans) in check. They think that the CVA program is an endless pot of money
- Getting the word out to the boaters as to the location of pump-out systems
- Maintaining a monitoring program to ensure that they are all operational



# Challenges with CVA

- Expending funds within the first week of receiving them.
- Processing a wave of invoices that are due at the end of the fiscal year.
- Explaining who we can and can't pumpout with CVA equipment.
- Developing a strong CVA program with limited water (very few lakes and a landlocked state)
- Challenges with pumpout vessel programs, specifically keeping them going with qualified operators.



# Strongest tools for a strong CVA program

- Maintaining a strong monitoring (inspection) program - good opportunity to discuss onsite future needs including thanking them for participating
- Regulatory requirement that boating facilities have pump-out-dump station units
- Maintaining communication with the stakeholders
- Maryland's Pumpout Law that requires marinas with 50 or more slips (berthing boats greater than 22'), any new marinas, and any marina expanding to more than 10 slips to have a pumpout station.



# Strongest tools for a strong CVA program

- Reimbursing 75% of equipment and providing operation and maintenance money is our strongest cultivator.
- Good relationships with the marinas you work with. They can be some of CVA's biggest advocates, and can also reduce the amount of concern a new marina may have towards the CVA program. Regular site visits and phone calls are a great way to check in.
- The strongest tool is the relationship building that we have done with the marinas and pumpout vessel programs over time. We provide them with as much support as we can, including training opportunities, new buckets and reusable gloves to keep their facility looking clean and their employees safe, and other assistance as needed to help them provide the best customer service at their pumpout facilities/vessels. They see us as helping their business – which is really important to build a strong partnership.





# Words of Wisdom

- Check invoices twice
- Get out into the field and inspect the units
- Schedule a time that the new coordinator can meet an installer and observe the installation of a new unit
- Work with your counterparts (Clean Marina Program and other state agencies that are involved)
- Patience



# Words of Wisdom

- Be prepared for anything when the phone rings. Sometimes its a boater angry they can't get a pumpout, sometimes a marina operator who just had their pumpout blow up, but sometimes it's a first time grant applicant who is delighted to learn about the CVA program. You have to take it all in stride.
- Be as helpful and patient as possible with the marinas, but remember we have to comply with the federal rule governing the CVA program. Never let someone convince you to bend the rules.
- Always make the drive to verify project completion before authorizing reimbursement.
- 98% of the grant applicants we work with are honorable folks. The other 2% probably should be in jail...don't be fooled.



# Words of Wisdom

- Although we provide grants to marinas, our ultimate customer is the recreational boaters who pay into the fund.
- I would tell a new assistant be patient it will all make sense but it takes a couple years to really get an understanding of the program, the operators, seasonal issues, spreadsheets, applications, reporting and site visits.
- Visit all of the marinas, meet the staff and ask for a tour of the facilities. Marina owners are always willing to share knowledge and show off their hard work.
- Get to know the marina and pumpout vessel program operators as soon as possible and get out into the field to meet each one in person. It goes a long way to building a good working relationship/partnership. Also, get to know the other state coordinators in your region at SOBA. Networking with partners is the most important part of this job.



# QUESTIONS?



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