

San Francisco Bay Area Water Trail

Education, Outreach, and Stewardship Program

November 2011

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Table of Contents

I. Program Overview	1
A. Education, Outreach, and Stewardship Goals.....	1
B. Philosophy.....	1
C. Program Development and Modification.....	2
II. Audiences.....	2
III. Themes and Messages	3
A. Theme 1: Personal Safety	3
B. Theme 2: Navigational Safety	3
C. Theme 3: Habitat and Wildlife	3
D. Benefits from the Water Trail	4
E. Habitat and Wildlife Content: Leave No Trace or Low-Impact Paddling.....	4
IV. Tools.....	5
A. Logo/Graphic Template	6
B. Signage.....	6
1. Trailhead Signs	6
2. Interpretive Signs	7
3. Indicator Buoys.....	7
4. Enclosed Signs/Bulletin Boards or Kiosks	7
C. Brochures	7
1. Basic Water Trail Brochure	7
2. Site-Specific Brochures or Fliers	7
D. Website	8
E. Map(s).....	9
F. Guidebook.....	9
G. PowerPoint Presentation(s).....	9
H. Electronic Mailing List	10
I. Boater-to-Boater Education Approach	10
J. Media Strategy	10
K. Annual Assessment.....	10
L. Optional Tools	11
V. Events.....	11
A. Tabling at Non-Motorized Boating Events.....	12
B. Presentations	12
C. Curriculum/Trainings for Outfitters and Clubs.....	12
D. Guided Tours	12
E. Water Fun Day.....	12

VI. Partnerships	12
A. Outreach for Partnering.....	13
B. Possible Partnership with the Retail/Outfitter Community	13
C. Sponsorship Opportunities.....	14
D. Environmental Education and Interpretive Programs.....	14
E. Navigational and Personal Boating Safety.....	13
F. Partnerships to Provide Access to Underrepresented Communities.....	14
VII. Stewardship Programs	14
A. Primary Stewardship Programs.....	15
1. Trailhead Stewards.....	15
2. Trailhead-Based Docent Program.....	16
B. Potential Stewardship Programs	16
1. Kayak-Based Docent Program.....	16
VIII. Roles and Responsibilities.....	16
IX. Program Summary	17
X. Appendices	
<u>Appendix 1</u>	
Specific Program Content Suggested by Stakeholders or Required by EIR	
<u>Appendix 2</u>	
Organizations & Individuals Interested in Partnering or Presentations	
<u>Appendix 3</u>	
Water Trail-Related Events	

I. Program Overview

The San Francisco Bay Area Water Trail (“Water Trail,” “Trail,” or “WT”) Project is designed to create a network of launch and landing sites, or “trailheads,” for human-powered boats and beachable sail craft.¹ Water Trail users will enjoy the historic, scenic and environmental richness of San Francisco Bay through single- and multiple-day trips on the Bay. The Water Trail will promote safe, responsible boating and increase appreciation and protection of the Bay's environmental resources. The Education, Outreach, and Stewardship Program (Program) will organize many of the educational efforts needed to help the Water Trail project reach its goals.

The Program will be led by Water Trail Staff (specifically, the Education, Outreach, and Stewardship Coordinator) in conjunction with the Water Trail Project Management Team (PMT) comprised of staff from the State Coastal Conservancy (Conservancy), the Association of Bay Area Governments (ABAG), the San Francisco Bay Conservation and Development Commission (BCDC), and the Department of Boating and Waterways (Cal Boating). As Water Trail implementation progresses, the Project Management Team and Water Trail Staff, with Advisory Committee guidance, may make adjustments to this Program to enhance attainment of the goals of the Water Trail.

A. Education, Outreach, and Stewardship Goals

The Water Trail Plan (“Plan”), developed in September 2007 by BCDC and adopted in final form by the Conservancy on March 17, 2011, identifies three overarching principles related to education:

- Promote personal and navigational safety,
- Create a comprehensive education program to increase environmental education and interpretation, and to support access to the Water Trail for all interested users, and
- Develop a Water Trail Ethic emphasizing safe, low-impact boating practices and stewardship of the Bay and of the Water Trail.

The Plan also delineates four goals for the Education, Outreach and Stewardship Program. They are to:

- Enhance the experience of paddling and boating on the Bay to attract people to get out onto the Trail,
- Protect the safety of Water Trail users and others on the Bay,
- Teach Trail users how to boat in a manner that is consistent with protecting wildlife and habitat, and
- Foster stewardship of the Trail and of Bay resources.

B. Philosophy

The Water Trail offers an opportunity for Bay Area residents to enjoy an intimate relationship with the Bay while learning about its species, its ecological functions, and its place in human society. The Education Program will work through

¹ The Water Trail was created through legislation in 2005 (Assembly Bill 1296, Hancock, “San Francisco Bay Area Water Trail Act.”)

partnerships and on its own to highlight the Bay's rich culture and history, its beauty, and its role as a vital and essential home to a broad array of wildlife.

To achieve the goal of enhancing the Bay paddling and boating experience, the Program seeks to provide educational information that will enable Water Trail users to optimally plan trips. The stewardship component aims to foster responsibility and care for the Water Trail itself and the Bay environment to ensure its availability for the enjoyment of future generations. This component will include programs designed to enhance the condition and usability of trailheads. Lastly, the Program seeks to ensure that Water Trail users have the skills to enjoy the WT safely, and to use it in a way that is safe to other people in watercraft and respectful of the Bay's wildlife and their habitats. These goals are the backbone of the Water Trail's educational content and are further described under "Themes and Messages" in this document.

Overall, the Education, Outreach, and Stewardship Program serves two functions: providing information, on the one hand, and, on the other, making connections. To achieve Water Trail goals, it will be important not only to inform and educate, but also to weave the Water Trail into existing communities - the vibrant community of non-motorized boating ~~and personal watercraft~~ users as well as communities of other boaters and those concerned about wildlife. The Water Trail benefits from the interest, enthusiasm and expertise of non-motorized boaters and sail boarders, as well as the perspectives and expertise of all those committed to and interested in the Bay.

C. Program Development and Modification

This Program was developed based on recommended policies and procedures contained in the Draft and Final ("Enhanced") Water Trail Plan, the Final Environmental Impact Report (FEIR) for the Water Trail Plan, extensive input from area stakeholders through interviews and a survey, and review of successful programs at other water trails in the United States. Efforts were made to identify gaps in existing education efforts and explore the potential for partnering with clubs, outfitters, and others currently providing education, outreach, or stewardship.

II. Audiences

Because of the importance of mitigating potential impacts to the environment and promoting navigational safety, the Water Trail's education and outreach efforts must reach the widest spectrum of Trail users. The Program seeks to reach three broad audience classes:

1. General public that may become interested in non-motorized small boat (NMSB) use in the future
2. Existing NMSB users
3. Stakeholders with concerns about the Water Trail

First, to the Bay Area and visiting public that may not currently boat on the Bay, the Program aims to provide general information about the Water Trail and about paddling in the Bay. Second, to existing non-motorized boat ~~and personal watercraft~~ users of all ranges of experience, it aims to communicate information about recreational opportunities, safety and environmental resources. Third, to those with concerns about the Water Trail, the Program aims to create opportunities to communicate and address concerns about the Water Trail.

III. Themes and Messages

The Water Trail Plan lays out three themes for Water Trail education and outreach information: personal safety, navigational safety, and protection of habitat and wildlife. To consistently convey these Water Trail-related themes, the Program supports the following key messages.

A. Theme 1: Personal Safety

Messages:

- The Bay is beautiful but can be dangerous
- Take a class before you ~~paddle~~ go paddling or boating out on the Bay
- Get information about tides, winds, currents, weather and hazards before you head out
- Have a safety plan and emergency contacts in case you get stranded or have other difficulties, but do not rely solely on a cell phone because reception in some locations of the Bay is unreliable.
- Dress appropriately (wear clothing, such as polypropylene or wool, that will stay warm if it gets wet) and ~~have~~ use the right gear

B. Theme 2: Navigational Safety

Messages:

- Know the Rules of the Road and be especially aware of the need for NMSBs to make way for bigger and faster boats
- Know area shipping lanes and ferry routes
- Ships have the right-of-way in shipping channels
- ~~Learn about~~ Know where off-limits security areas are located

C. Theme 3: Habitat and Wildlife

Messages:

- Launch and land only at ~~designated~~ sites where it is possible to avoid trampling sensitive vegetation, disturbing or harming wildlife, or trespassing on private property
- Disturbing wildlife interferes with their ability to forage, rest, tend nests; disturbance also consumes much-needed energy
- Don't approach rafting waterbirds– keep a buffer of 250 meters. Be sure to make it clear to the public what “rafting waterbirds” are and what disturbance looks like (paddling or flying away are the clearest signs).
- Provide a reasonable way for paddlers and boaters to gauge any buffer distances listed in Water Trail signs and other outreach media.

- Don't land on harbor seal haul-out sites, try not to paddle directly at them, and keep a buffer of 150 meters (m) March-July; maintain a minimum distance of 100 m at all times to avoid disturbing them
- Maintain the following distances for other species: 50 m buffer from brown pelican roosts; 200 m buffer from nesting wading birds and western snowy plovers; 75 m from nesting burrowing owls; 50 feet from clapper rail; consult with federal wildlife agencies regarding Northwestern pond turtles to find out if there are any basking sites in the area.
- If seals appear disturbed (all seals are watching the watercraft, seals begin to approach water), move farther away
- Avoid landing on vegetated slough banks or outer margins of marshes
- Respect seasonal closures and buffers around nesting sites
- Leave No Trace² and use low-impact paddling techniques
- Rinse off boats/paddles/shoes after landing and/or before launching if at all feasible to avoid transporting seeds to other sites

In addition to the above themes, the Program will emphasize the benefits of the Water Trail and will pursue and refine an approach to development of effective messages about avoiding impacts to wildlife and habitat. For example, effective messages will make it clear why avoidance of wildlife is important, and will help people gauge buffer distances and recognize when various wildlife species are disturbed.

D. Benefits from the Water Trail

Messages:

- A fun and healthy way to see the Bay
- A resource for environmental education, safety, and trip planning
- Organized approach to non-motorized boating that is respectful of wildlife
- Availability of funding for site enhancements
- Increased coordination among existing boating groups
- Maps, brochures, guidebook and website for site-specific and regional information
- Stewardship and appreciation of Bay resources, including landing and launching sites and the Bay itself

E. Habitat and Wildlife Content: Leave No Trace or Low-Impact Paddling

To communicate key messages about caring for and avoiding impact to the environment, the Water Trail has the option of using Leave No Trace materials, and/or developing its own “low-impact paddling” messages. While Leave No Trace provides the benefits of national exposure and familiarity, there are costs to consider and the materials would need to be modified to be useful to NMSB users on San Francisco Bay.

² Leave No Trace is a national non-profit organization that provides training programs and materials relevant to low-impact use and enjoyment of natural areas.

Many other water trails have partnered with the nonprofit Leave No Trace Center for Outdoor Ethics to use Leave No Trace principles in their materials. Those materials were initially developed for backcountry backpackers and emphasize low-impact wildland use. More recently, the organization has developed a “Frontcountry Program” for more urbanized areas. In addition, Leave No Trace has modified its principles to apply to sea kayaking. The Washington Water Trails Association, for example, uses these modified principles.

Bay Access, Inc. representatives recommend that the Water Trail modify the Leave No Trace sea kayaking program to fit the conditions of the unique urbanized San Francisco Bay paddling environment, turning it into a program that would combine the sea kayaking and Frontcountry Program principles. Leave No Trace is willing to modify the Frontcountry Program for a fee, or allow others to do so on a fee basis. (For more Frontcountry Program information, contact Ben Lawhon, Ben@LNT.org, Tel: 800-332-4100).

Another option would be to develop a low-impact paddling series of educational points. There are many examples of materials developed by other water trails that Water Trail staff could evaluate as models for the San Francisco Bay Area Water Trail. As one example, the Elkhorn Slough Foundation uses a simple list of low-impact paddling points, which are posted on the Elkhorn Slough website at <http://www.elkhornslough.org/paddling.htm>.

IV. Tools

The previously listed messages, along with other information about the Water Trail, will be publicized through a multitude of outreach vehicles described below. Signs, brochures and a website are the critical components for the initiation of this program. Additional tools for reaching Water Trail users are discussed next, including maps, a guidebook, presentations, electronic mailing list, boater-to-boater education and an online community strategy. Finally, a media strategy and other optional tools are described. The final design and content of the media described below range from conceptual to certain, depending on when they will be developed relative to the steps inherent in the implementation of the Water Trail and the designation of trailheads.

Appendix 1 includes a matrix of specific education content topics suggested by individuals interviewed and surveyed during the Program initial assessment phase.

Because many users of the Bay are non-English speakers, providing materials in Spanish and other languages at trailheads with substantial use by non-English-speaking individuals may be important to achieve the Plan's goals. During planning for the establishment of a trailhead, the Coordinator will work with the PMT and Advisory Committee to determine existing/potential users and the need, if any, for translated materials (brochures and signs). This would be decided before any site-specific brochures and signs are developed.

A. Logo/Graphic Template

All Water Trail printed and electronic materials will adhere to a basic graphic template for the project, including a logo. All printed and online materials will utilize the same basic graphic design, including logo and font for text and headings. The logo and other labeling will clearly communicate that the Water Trail is intended for non-motorized, as opposed to motorized, watercraft.

B. Signage

Signage is a very important and often successful way to reach members of populations engaged in individualistic recreational pursuits. Despite the many active organizations in the non-motorized boating community that welcome new members, there is also a large population of boaters who eschew joining clubs. Signs can be an important way to reach these members of the community. The land-based San Francisco Bay Trail has already completed an assessment of most sites where the Bay Trail and Water Trail coincide to suggest appropriate and effective locations for Water Trail sign placement. Their work will be helpful to individual site owners and managers.

All designated sites will need to install a Water Trail logo-sign, similar in look and size to the Bay Trail signs (square, and ranging in size depending on the location).

1. Trailhead Signs

Signage is critical to identify a Water Trail trailhead, provide key information for users about nearby trailheads and amenities, inform users about area hazards and unique boating conditions, and set the stage for appropriate use of the site. Signs are also key sources of information to alert users and encourage ethical behavior towards other boaters and sensitive environments and species. Signs will include the Water Trail logo and general key messages, as well as information about site-specific conditions such as sensitive species or proximity of other boat traffic.

The Plan calls for a Site Description and Signage Plan to be produced for High Opportunity Site trailheads, while a longer process involving development of a Trailhead Plan would be pursued for other sites. These plans are developed by Water Trail staff in partnership with site owners or managers. In either case, site-specific information will be considered during the development of a Site Description or Trailhead Plan, and this site-specific information will help determine the appropriate content for the sign. Based on environmental review of specific Trailhead Plans, signage ~~may~~ will include information such as discouraging or prohibiting³ landings at specific locations and on sensitive vegetation at sloughs or shorelines; information about buffer zones and recommended behavior around sensitive species; and recommended methods to minimize the spread of invasive species (see FEIR Mitigation Measures for specific language), in addition to key safety messages.

³ Prohibitions would emanate from established laws, regulatory agencies, or land owners/managers. The Water Trail program is a non-regulatory program.

2. Interpretive Signs

Interpretive signs allow for the provision of site-specific information as a means of increasing trail users' enjoyment, appreciation for, and connections with the historical, cultural and environmental resources around and on the Bay.

3. Indicator Buoys

Apart from basic planning and information gathering that takes place before launching any form of NMSB, most key decision points for paddlers and board sailors occur on the water. Indicator buoys may be used to alert boaters to high-priority environmental conditions, such as notice of buffer zones around nesting areas and harbor seal haul-out sites. However, buoys are also considered navigational hazards by the U.S. Coast Guard and are not easily implemented or maintained.

4. Enclosed Signs/Bulletin Boards or Kiosks

Enclosed signs/enclosed bulletin boards or kiosks may be used at high-traffic, feasible locations to allow clubs and organizations to participate in postings. The Crissy Field launch site utilizes one of these signs with user group participation, for example. Such signs also allow for posting of temporary Water Trail information, such as upcoming events and temporary alerts.

C. Brochures

Brochures can be made available at trailheads and are accessible to people who do not use the Internet. They will also be available online. They can provide concise, important information about a region or a specific site, and can be translated.

1. Basic Water Trail Brochure

This brochure would include, at a minimum, the following information:

- Safety on the Water Trail – including principles, gear, weather/tides.
Models: *From Store to Shore – a Sea Kayaker's Guide to Safety and Stewardship in Maine* at <http://www.seagrant.umaine.edu/files/pdf-global/03storetoshore.pdf> ; *Welcome to San Francisco Bay Area Sea Kayaking* brochure at http://www.bask.org/info/BASK_brochure.pdf.
- Planning Your Trip/Easy and Interesting Water Trail Trips – including a list of shops/outfitters for classes and gear
- Leave No Trace/Low Impact Paddling
- Sensitive Habitats and Species and how to behave around them
- A map of access points
- A Website address for more information and to submit comments
- Rules of the Road
- Where to find specific information about accessibility of individual sites.

2. Site-Specific Brochures or Fliers

Site-specific brochures will be developed for trailheads with high use and unique characteristics, including popular or interesting sites to access; site-specific safety concerns, such as nearby ferries, shipping lanes, or dangerous

conditions; or sensitive wildlife issues, such as vegetated slough banks, marsh birds or nesting colonies that are reachable from that site.

D. Website

The Water Trail website will be an important means of reaching a variety of audiences. It will serve local users as well as tourists from outside the region planning their vacation in the Bay Area, and members of the general public seeking a basic understanding of the Trail. This is the Water Trail's best way to communicate up-to-date and timely information, to collect comments and feedback from users and those with concerns, and potentially to provide a forum for interaction among users. Web pages are envisioned to include the following:

- About the San Francisco Bay Area Water Trail, including upcoming events and news.
- Interactive, clickable, searchable Map of Trailheads. Users should be able to print out the information they find. Models: Milwaukee Urban Water Trail, <http://www.mkeriverkeeper.org/watertrail/map.htm>; New York City Water Trail for display of launch site-specific information, http://www.nycgovparks.org/sub_things_to_do/facilities/kayak/.
- Planning Your Trip – includes Conditions on the Bay (weather, tides, wind, currents), Learn to Paddle, Row, Sail or Kitesurf (Links to organizations offering classes), Leave No Trace/Sensitive Habitats and Species. The Bay Area Sea Kayakers (BASK) club has recently added trip planning elements to their website, including conditions on the Bay (http://www.bask.org/trip_planner). There is potential to include a "Plan Your Trip" wizard to allow Trail users to identify historical, cultural or environmental interests and find related sites. Model: Schuylkill River Water Trail plan-your-visit wizard, <http://www.schuylkillriver.org/VisitPlanner.aspx>; Northern Forest Canoe Trail, <http://northernforestcanoetrail.org/PlanaTrip-18>.
- Site Stewardship Program and links to other stewardship programs.
- Water Trail environment/habitat – general information about different Bay habitats that Water Trail users will encounter, and also links to Leave No Trace/Sensitive Habitats and Species.
- Learn More/Do More: Links to sites near Water Trail trailheads for activities, nature viewing, history/cultural sites, stewardship opportunities, upcoming events. Links to other websites of potential interest, including those with information on hiking trails that link to Water Trail trailheads. Links to Bay webcams. Links to San Francisco Bay Shoreline Guide.
- Links to overnight accommodations.
- Contact Us page with comment form.
- Link to Bay Trail.
- Specific information about accessibility of individual sites

Models: Website Design/Organization/Clear Communication and Information: Maine Island Trail website at <http://www.mita.org/>; and Elkhorn Slough paddling page at <http://www.elkhornslough.org/paddling.htm>.

E. Map(s)

Multiple maps of San Francisco and Suisun Bays may be needed to capture sufficient detail. The back side of maps could contain basic information about personal/navigational safety, Leave No Trace/low-impact paddling and wildlife. If there is sufficient space, sample trips and stewardship information could be included. Maps are the most likely Water Trail material users will have on hand and should therefore include key Water Trail messages and crucial information, such as emergency contacts, off-limit areas and buffer zones (e.g., shipping lanes, airports, wildlife), hunting areas, and hazards advice. Waterproof navigational maps should be used as a supplement to Water Trail maps, which will not provide the accuracy of professionally developed charts. **Possible Partner:** SeaTrail Adventure Guidemaps, www.seatrails.com, is used by the Washington Water Trails Association for its maps. The company now has kayaking maps for San Francisco Bay and Suisun Bay. Basic Water Trail maps may be developed by the Association of Bay Area Governments (ABAG).

F. Guidebook

The Guidebook will contain a detailed description of each trailhead; information on personal and navigational safety; and Leave No Trace/low-impact paddling information, wildlife/environment and stewardship information (see Appendix 1 for detailed information to be included). It will also contain maps, web links, phone numbers, outfitters, rental/guide concessions. If possible, the book should have a waterproof jacket or bag. Consideration needs to be given to cost and timeliness. As trailheads will be regularly added, the guidebook will frequently be out of date if not regularly updated. However, the cost to regularly update would be considerable. Therefore, until the Water Trail is sufficiently developed, it will be most cost-effective to post the Guidebook on the website as a downloadable PDF.

Models: Maine Island Trail & Washington Water Trails Association Cascadia Marine Trail annual guides – one page per site (trailhead, camping site, destination), regional tabs at edge of page, locator and detail maps; San Francisco Bay Shoreline Guide – history, cultural, environmental context information relative to each site.

G. PowerPoint Presentation(s)

The PowerPoint tool would be used by Water Trail Staff to make presentations to various organizations to spread the word about the Water Trail and its future, or at various events described later in this Program. It will be important for the presentation to contain compelling images and messages in order to be effective. Water Trail Staff will explore the possibility of developing more than one presentation, so that a general presentation is available for organizations and agencies unfamiliar with the Water Trail, while a more specific presentation might be tailored to the non-motorized boating community to describe the Water Trail Ethic and present evidence for why such an approach will benefit this community in the long run. A list of suggested groups that might be receptive to education and outreach briefings at their meeting place is included in Appendix 2.

H. Electronic Mailing List

This one-way email tool is expected to supplant the use of normal e-mails for several different functions, including notifying key stakeholders about meetings and events, and distributing important documents and publications, such as an electronic newsletter. The list could be designed so that interested individuals would subscribe, in order to minimize staff time.

I. Boater-to-Boater Education Approach

Through the informal means of partnering and individual communication and contact with leaders and members of non-motorized boating and boarding clubs and organizations, Water Trail Staff will impart key Water Trail messages and encourage contacts to spread the word to their membership. Other tools, such as the Online Community Strategy and Social Networking websites (see “Optional Tools,” below) also function as part of this approach, as do the more formal events, partnerships and stewardship programs listed below, such as training, tabling and trailhead stewards. As a further method of boater-to-boater education, when new trailheads are developed, nonprofit boating groups or concessionaires interested in an on-site presence could commit to providing education and outreach on key Water Trail messages to members and clients.

J. Media Strategy

The Coordinator will work with a media consultant to develop a media plan with the following components:

- Timeline
- List of contacts for local newspapers, magazines, television and radio stations and Internet-based websites that might be interested in the Water Trail, as well as recreation and travel writers with potential interest.
- List of events
- Feature story ideas
- Press kit
- Photographs of sites and activities
- Social media (for example, smart phone “apps,” “QR” codes)

The media plan will include strategy and outreach for an initial rollout event and strategies to follow this with a series of targeted feature stories.

K. Annual Assessment

Implementation of the Program includes an annual program assessment by Water Trail Staff to identify gaps in populations reached and/or particular key messages that require wider dissemination. The assessment will be carried out by Water Trail staff, who will develop an approach (and likely report form) that accommodates the differences among sites. Staff will work with the Project Management Team and Advisory Committee to develop the reporting mechanism. Outreach to law enforcement should be included in the process so that any information gathered on incidents over the year could benefit planning for that and other, future Water Trail sites. The Education, Outreach, and Stewardship Program will be modified as needed to incorporate the results of this assessment.

L. Optional Tools

In addition, the following optional tools, many suggested by stakeholders, may be pursued, if budget and time allow, and further research shows such tools would be valuable:

- Water Trail Rating System - As a way to communicate information about safety on the Water Trail, some stakeholders have recommended that the WT develop a rating system for various Bay regions, or WT trips, which would grade routes, similar to whitewater kayaking routes, for beginner to advanced skill levels. This type of rating system has been used elsewhere, but is unlikely to be used for the Water Trail because conditions can and do change rapidly on the Bay and a “beginner” or “easy” site might unexpectedly become very difficult. An example of such a system is one used by Florida Water Trails, viewable at http://www.dep.state.fl.us/gwt/PDF/FL_Paddling_Trails.pdf.
- Posters
- Bumper Stickers
- Surveys of Users
- Online Community Strategy - The non-motorized boating community actively uses web-based or e-mail groups for communication about weather conditions and other news. These groups facilitate conversation that does not necessarily occur in real-time, thus enabling the public to participate at times that are convenient to them. The Water Trail could maintain a list of web-based and e-mail groups and their contacts in order to send postings about breaking news such as safety or habitat matters, upcoming presentations and the like. In addition, Water Trail Staff could join these groups, if possible, to keep abreast of events and communicate key Water Trail messages in group discussions.
- Forum/Blog/Social Network of participating users (Model: Washington Water Trail Association's new Water Trail Traveler's Forum at www.wwta.org; or <http://groups.yahoo.com/group/WaterTrailManager>; or Facebook).
- DVD/digital video of the routes, history, wildlife
- MP3 downloads/podcasts
- Cell phone downloads or Google Apps with information for each site; QR codes.
- Other collateral materials - As the project moves forward there may be an opportunity to develop additional collateral materials to help promote the Water Trail. The purpose of these materials is to increase public awareness about the project, provide simple items that can be used to thank individuals for their participation, and create unique opportunities for press promotions. The kind of collateral materials created will be budget dependent, but could including one or more of the following items: promotional posters, hats, t-shirts, mugs, pens, screen savers with images from the Water Trail.

V. Events

Water Trail-hosted events and Water Trail presence at others' events will spread the word about the Water Trail, communicate key messages to new and experienced users, and enhance partnering opportunities. Below are descriptions of planned and potential outreach events that Water Trail staff could sponsor or participate in.

A. Tabling at Non-Motorized Boating Events

The Water Trail will publicize its existence through presence at a variety of events likely to draw members of the non-motorized boating and ~~personal watercraft~~ communities, as well as individuals who might become interested in boating or boarding or otherwise using the Water Trail. A list of major events, including kayaking events, windsurfing/kite surfing events, kayak-supported Bay swims, boat shows and regattas, as of August 2008 is included in Appendix 3.

B. Presentations

Presentations by the Coordinator will be tailored to specific events and audiences to reach a wide array of organizations and deliver information about the Water Trail to varied communities. Such presentations may be formal (to public agency boards and commissions) or informal (to clubs).

C. Curriculum/Trainings for Outfitters and Clubs

Water Trail Staff will work with outfitters and club leaders to promote key Water Trail content as appropriate to the need and desire of the clubs and outfitters.

D. Guided Tours

Kayaking and canoeing tours/outings provide a unique opportunity to impart key messages while allowing people to experience the Trail. The Water Trail can partner with existing tours and outings by co-sponsoring events or endorsing events that are already planned and align with Water Trail messages. The Water Trail will also encourage outfitters and clubs to expand their offerings to incorporate greater content on navigational safety and environment/wildlife, as gaps currently exist in the quantity of offerings in these content areas. In addition, the Water Trail could seek to expand on-the-water environmental education opportunities by exploring the possibility of offering tours/outings that highlight environmental and wildlife topics.

E. Water Fun Day

As suggested by a surveyed stakeholder, the Water Trail could explore the possibility of hosting or partnering to host a paddlefest that would include tables, presentations, a group paddle and available watercraft to allow newcomers to water sports to try out boats and boards.

VI. Partnerships

The San Francisco Bay Area has long been home to a diverse and active multitude of non-motorized boating organizations and enthusiasts, as well as businesses and oversight agencies. This existing community engages in a wide variety of formal and informal

education, outreach and stewardship activities. A number of outfitters offer classes on personal safety, navigational safety, environment and culture. In addition, agencies and partner organizations produce materials on boating safety. The non-motorized boating community has already launched a number of education and outreach tools, including:

- Bay Access website of non-motorized boating launch sites
- San Francisco Boardsailing Association (SFBA) website and site stewardship program
- Gotoes.org wiki site for kayak and canoe launches in the S.F. Bay Area
- Numerous online and email groups
- iwindsurf.com popular fee-based website offering wind information

One of the goals of the Water Trail Education, Outreach, and Stewardship Program is to develop partnerships with many of these organizations, to combine efforts for the purpose of efficiency, and to direct Water Trail users to the plethora of existing educational services. However, in some cases, existing efforts have differing goals from the Water Trail. For example, the Gotoes.org website includes trip photographs of bird flushings. The SFBA site stewardship program is focused solely on stewardship of access, and does not include a resources component. Thus, on a case-by-case basis, the Program would need to engage a potential partner to determine if a mutually beneficial partnership can be formed that would be consistent with Water Trail policies and goals. The Water Trail would include the following partnership components:

A. Outreach for Partnering

Numerous organizations and individuals contacted during the initial research stage of program development expressed interest in participating in Water Trail education, outreach, and stewardship efforts in some fashion. A number of organizations expressed interest in hosting presentations, for example. Outfitters and other groups indicated they would stock brochures. There was a wide variety of suggested participation, from reviewing proposed educational materials to providing video of Water Trail users. A list of these groups and persons, with contact information and area of interest, is included in Appendix 2 for follow-up outreach. As the Program and the Water Trail develops, outreach for potential partnering should be continued. In particular, as new launch sites are made available, organizations or concessionaires interested in being associated with the site (trailhead) can be asked to engage in educational efforts as part of their presence on the site.

B. Possible Partnership with the Retail/Outfitter Community

The Maine Island Trail Association (MITA) has benefited through partnering with local outfitters to promote the Trail at events and has offered businesses visibility on the MITA website in exchange for sponsorship of various program components. The Outreach Program will explore opportunities to partner with members of this community in tabling at events and other promotional activities. Unlike Maine, Bay Area outfitters are not organized into an association. Equitable partnering with all outfitters will be vitally important for the Water Trail as community loyalty to outfitters is currently fractured and an appearance of favoritism must be avoided. Another potential area of partnership is for the Water

Trail to cosponsor or endorse guided tours or trips offered by outfitters that are consistent with Water Trail key messages.

C. Sponsorship Opportunities

The Water Trail would look for opportunities to sponsor or participate in existing activities such as paddlefests and races.

D. Environmental Education and Interpretive Programs

A variety of environmental education and interpretive programs are already in existence around the Bay. Many of these programs are land-based. The Water Trail will attempt to develop relationships with organizations that may have the potential to develop program content and methods appropriate for Water Trail users and that incorporate appropriate messages about avoidance of impacts to species and habitat. Among potential partners are the Gulf of the Farallones Institute, the Marine Mammal Center, the Don Edwards San Francisco Bay National Wildlife Refuge, the Audubon Society, the Marine Science Institute, ~~and Save the Bay~~, and possibly clubs from colleges or universities, such as Cal Adventures (U.C. Berkeley), and Bair Island Aquatic Center (Stanford University).

E. Navigational and Personal Boating Safety

The Water Trail program will work with the U.S. Coast Guard, Harbor Safety Committee, site owners and managers, and others with knowledge of Baywide and site-specific conditions relating to personal and navigational safety of non-motorized boaters. Through these partnerships, Water Trail programs and signs will be developed to convey the most appropriate and helpful messages. The Water Trail will partner with groups that currently offer safety information in their classes and outings to broaden the number of boaters they reach or to emulate their successful programs in areas of the Bay that are in need of similar educational programs.

F. Partnerships to Provide Access to Underrepresented Communities

The Water Trail will explore opportunities to partner with organizations providing non-motorized boating programs for youth, the disabled and other underserved communities. Among the potential partners are Environmental Traveling Companions, and Cal Adventures.

VII. Stewardship Programs

The goals of the Water Trail call for programs to encourage stewardship of Water Trail sites, their surrounding environs and Bay resources. A possible Water Trail definition of stewardship was developed with the input of interviewed and surveyed stakeholders and will be considered by the PMT:

“Stewardship for the purposes of the Water Trail is defined as caring for and having responsibility toward resources, whether those resources are nature, public

spaces, facilities such as launch sites, or access itself, with the goal of maximizing their potential for the future.”

This caring may take the form of responsible management and protection of resources. Stewardship also incorporates inclusivity and respect for others and their experiences.

While education and outreach programs attempt to foster an attitude of caring toward Bay resources, the stewardship component is designed to give users an opportunity to become actively involved in caring in a formal way, as part of an identified program.

Stewardship activities would respond to site-specific issues. For example, the Washington Water Trails Association's Cascadia Marine Trail site stewardship program asks stewards to report on erosion, drainage problems, debris, invasive species and missing signs. Stewards may conduct litter cleanup, or other activities as they see they are needed. Many Bay Area trailheads are in urbanized areas, so litter, damage or maintenance needs may be key issues.

A. Primary Stewardship Programs

The following stewardship programs could be part of the Water Trail:

1. Trailhead Stewards

The Water Trail would develop an "adopt a trailhead" site stewardship program to incorporate regular examination and care of launch sites and their environs. The Water Trail would partner to support ongoing activities at trailheads with existing formal site stewardship programs (i.e., San Francisco Boardsailing Association site), through informal programs through which an organization cares for a launch site, or with an existing constituency that cares for a launch site. At sites where existing efforts are limited to maintaining access, the Water Trail would explore expanding to incorporate stewardship of Bay resources by, for example, monitoring erosion, interactions with wildlife, or invasive species. At sites with no current stewardship efforts, the Trailhead Stewards Program would attempt to recruit stewards.

The aim of the Trailhead Stewards program would be to enlist volunteers in observing conditions and limitations to access at launch sites. The program would use existing or new reporting forms or implement both online and paper reporting forms. Volunteers would be encouraged to organize litter cleanups, or report litter problems to the Water Trail for addressing. The program would be adaptable to site-specific conditions and could include other volunteer activities, such as habitat restoration, if needed, and within the purview of site (trailhead) management agencies.

Potential Models: Washington Water Trails Association Cascadia Marine Trail Site Stewardship Program, which incorporates a clear and focused report form (general: http://www.wwta.org/get_involved/stewardship/; online report form: <http://www.wwta.org/steward/index.asp?page=1>); Maine Island Trail Association Adopt an Island/Monitor Skippers programs, in which volunteers

both report, clean and educate on Leave No Trace (general: <http://www.mita.org/connect/monitor>).

2. Trailhead-Based Docent Program

The Water Trail could develop a targeted volunteer docent program to spread information about wildlife and the environment, as well as personal and navigational safety, at popular trailheads (launch sites) where there may be potential conflicts with wildlife or other boaters.

B. Potential Stewardship Programs

The following stewardship programs could be explored for potential inclusion into the Water Trail based on feasibility:

1. Kayak-Based Docent Program

During the planning phase of the Water Trail, several stakeholders strongly encouraged a kayak-based docent program. Models for this program include the Washington Water Trails Association's Cascadia Marine Trail SEA Kayak program and the Monterey Bay's TeamOCEAN. TeamOCEAN takes place, however, in a different kayaking environment, in which dense concentrations of kayakers emerge from a few key locations. The program's contact rate is about 80-150 people per 5 hours on the weekends it operates (Source: personal communication, Bob Rollins, TeamOCEAN member). The program focuses on rental kayak users, with the assumption that regular, experienced kayakers have the knowledge to avoid otter populations, the critical species in the area.

Given the size, geography and numerous launch sites on San Francisco Bay, a kayak-based docent program focused either on rental kayak groups or individuals boating on their own may or may not be effective. To determine the need for such a program and its potential for success, the Water Trail Education, Outreach, and Stewardship Program will work with retail outfitters and rental shops to gather numerical data on rental kayak populations to try to determine if sufficient populations of rental boaters are boating in or near sensitive environmental locations to warrant a kayak-based program. To determine where and when a kayak-based docent program may be feasible and effective with non-rental kayak individuals, the Program will consult with existing clubs to learn from their observations of non-club members. The Program will also comply with any mitigations regarding kayak-based stewardship that might be part of the Final EIR for the Water Trail.

VIII. Roles and Responsibilities

The roles and responsibilities of the Project Management Team, Advisory Committee, Stakeholder Group, and Water Trail Staff are all described in the Water Trail Implementation Charter. Please refer to that document, the Water Trail Plan, and/or the Final Environmental Impact Report for the Water Trail Plan (FEIR) for details about these roles.

As described throughout this document, the Water Trail Education, Outreach, and Stewardship Coordinator will run the Education, Outreach, and Stewardship Program and will be a Water Trail Staff member. This Coordinator will work directly with partnering clubs, outfitters, the media consultant, logo designers, webmasters, the Bay Trail, and any other closely affiliated program or persons and organizations interested in participating in or benefiting from the Water Trail.

IX. Program Summary

The following table summarizes the tools, events, and programs of the Education, Outreach, and Stewardship Program.

Implementing Actions
Education, Outreach, an Stewardship Program Approved and Adopted by Project Management Team and Advisory Committee
Water Trail Planner hired by ABAG
Tools
Logo & Graphic Template
Trailhead Signs
Interpretive Signs
Indicator Buoys
Enclosed Signs
Basic Brochure
Site-Specific Brochures
Website
Maps
Guidebook
PowerPoint Presentation
Electronic Mailing List
Boater-to-Boater Education
Media Strategy
Annual Assessment
Optional Tools
Events
Tabling
Presentations
Curriculum/Training
Guided Tours
Water Fun Day
Stewardship Programs
Trailhead Stewards
Trailhead-Based Docents
Kayak Docents

**Appendix 1
Water Trail Education, Outreach, and Stewardship Program
Specific Program Content Suggested by Stakeholders or Required by EIR**

Content Topic	Content Items	Signs	Website	Brochure	Guidebook	Map	Guided Trips	Presentations	One-On-One	Posting/Advisory
General Water Trail Information	<ul style="list-style-type: none"> ▪ News/Late-breaking Information ▪ Upcoming events, guided trips, presentations ▪ Comment form to document use observations and conflicts 		X							X
Offsite Information about Trailheads	<ul style="list-style-type: none"> ▪ Name of trailhead ▪ Description ▪ Directions to ▪ Parking ▪ Restrooms ▪ Facilities/Amenities ▪ Disabled access ▪ Fees ▪ Cautions ▪ Overnight accommodations ▪ <u>Attractions and destinations</u> ▪ Next closest put-in on either side 		X	X	X	X	P	X		

Content Topic	Content Items	Signs	Website	Brochure	Guidebook	Map	Guided Trips	Presentations	One-On-One	Posting/Advisory
Onsite Trailhead Specifics	<ul style="list-style-type: none"> ▪ Name of Trailhead ▪ Key safety features ▪ Nearby bathrooms, restaurants, destinations ▪ Nearest overnight accommodations ▪ Emergency contact information ▪ Contact information for trailhead concerns ▪ Hiking trails that link to Water Trail sites ▪ Wildlife advisories 	X		X	X	X	X		X	X
Leave No Trace	<ul style="list-style-type: none"> ▪ Principles of Low Impact Paddling/Boarding ▪ How to handle trash (plastics/marine debris pollution prevention) ▪ Encouragement of reusable food containers ▪ How to dispose of waste ▪ Dangers of trash/waste to wildlife ▪ Areas to avoid (sensitive slough and shoreline vegetation, mudflats) ▪ How to avoid spreading invasive species 	X	X	X	X	P	X	X	X	X
Planning Your Trip	<ul style="list-style-type: none"> ▪ Sample trips ▪ "Getting Started" section geared to new users 		X	X	X	P	P	X		

Content Topic	Content Items	Signs	Website	Brochure	Guidebook	Map	Guided Trips	Presentations	One-On-One	Posting/Advisory
General Safety	<ul style="list-style-type: none"> ▪ Summary of Bay conditions, dangers (hypothermia, drowning) ▪ Bay Area weather ▪ Currents ▪ Tides ▪ Wind ▪ Fog ▪ Waves ▪ Location of tide rips, rocks, areas that become unnavigable (mud) ▪ Information on boat traffic ▪ Right-of-way rules, avoiding collisions ▪ Shipping lanes to avoid ▪ Recommended gear (PFD's, radio/cell phones, localized maps of the cell phone coverage on the Bay) ▪ Rescue resources (Marina office phone numbers, US Coast Guard phone numbers) 	X	X	X	X	X	X	X	X	X
Get More Involved	<ul style="list-style-type: none"> ▪ Information on nonmotorized boating/boarding clubs, organizations helping the Bay, opportunities for greater involvement in boating, stewardship, water quality, environment. 	P	X	X	X	X	P	X	X	P

Content Topic	Content Items	Signs	Website	Brochure	Guidebook	Map	Guided Trips	Presentations	One-On-One	Posting/Advisory
Stewardship	<ul style="list-style-type: none"> ▪ Summary of importance of stewardship ▪ Summary of stewardship programs ▪ Stewardship opportunities for each trailhead/Stewards needed ▪ Contact information for trailhead concerns ▪ Other stewardship opportunities ▪ Steward trailhead form 	P	X	X	X	P	X	X	X	X
Context/ Destinations/ Things to do	<ul style="list-style-type: none"> ▪ Wildlife/environment ▪ Natural history ▪ History ▪ Bay boating cultures/traditions ▪ Effects of humans on the estuary 	P	X	X	X	X	X	X	P	
Wildlife/ Habitat	<ul style="list-style-type: none"> ▪ How to keep from disturbing wildlife: <ol style="list-style-type: none"> 1. Nesting/foraging shorebirds 2. Raft of water birds 3. Marine mammals ▪ Off-limits areas: haul outs, nesting areas, saltmarsh ▪ Dangers of trash/waste to wildlife ▪ How to avoid spreading invasive species 	X	X	X	X	X	X	X	X	X

P=Possibly, depending on available space

Water Trail Education, Outreach and Stewardship Program

Appendix 2 - Organizations & Individuals Interested in Partnering or Presentations

	Organization	About the Organization	Interest in Participating in Water Trail Education Program							Other	First Name of Contact Person	Last Name	Title	Email Address:
			Stock brochures, maps onsite	Steward a launch site	Host presentations	Partner to Table at Events	Help with Docent Programs	Talk with members						
1	Bay Access	Bay Access is a 501(c)3 non-profit founded by non-motorized boaters who wanted to ensure a future for the Bay that included adequate launching and landing facilities for human-powered boats and beachable sail craft. Mission is to establish and support the Water Trail.		X	X	X	X	X		Has developed website of access points, is interested in creating site stewardship program based on Washington Water Trails Association	Penny	Wells	Director	kayakqueen@msn.com
2	Bay Area Sea Kayakers	Sea kayaking club with large and active membership, which holds monthly meetings, outings and clinics. Meetings are in San Francisco.	Interest but limited ability to stock brochures	X	X	X	X	X			Penny	Wells		kayakqueen@msn.com
3	Cal Adventures	UC Berkeley's youth and outdoor programs, including sea kayaking, windsurfing and sailing youth camps, and adult classes and trips.								Possibly interested. Possibly would incorporate WT content into existing programs.	Brad	King	Executive Director	brking@berkeley.edu
4	Cal Sailing Club	Cooperative based at the Berkeley waterfront offering classes in sailing and windsurfing, and free rides during annual open houses.			X					Help develop content appropriate specifically to the Berkeley shoreline.	Peter	Kuhn	Treasurer	Treasurer@cal-sailing.org
5	California Canoe & Kayak	Outfitter with stores in Oakland Estuary, Half Moon Bay, Sacramento area. Kayak & canoe sales, rentals. Trips and classes. Clientele largely local. Crew of about 30 part-time instructors in season. Planning to expand offerings in Redwood City area. Also does kayaking for East Bay Regional Park District at Brooks Island, and San Carlos Park and Rec Department near Redwood City..	X		X			X		Probably would add Water Trail content to existing programs. Might help with benefits.	Ken	Howell	Sea Kayak Program Director	kenny@calkayak.com
6	California Department of Boating and Waterways	Member of the Water Trail Project Management Team, responsible for developing public access to waterways, providing boating education and safety information, as well as environmental education for boaters.						X		Distribute WT program information. Review WT educational materials and provide feedback.	Vivian	Matuk	Environmental Boating	vmatuk@coastal.ca.gov , or mcarlock@dbw.ca.gov (Marcia Carlock)
7	California Dragon Boat Association	The California Dragon Boat Association (www.CDBA.org) runs both youth and adult dragon boat programs with over 600 members. They run the largest youth dragon boat program in the US and also run one of the largest competitive dragon boat festivals in the US at Treasure Island. They also run several local races around the Bay Area (SF, Fremont, Redwood Shores). They currently run 3 practice sites (Alameda, San Francisco, Redwood City) and hope to expand to Sacramento soon.						X			Hans	Wu	Board Member	hanswu@aol.com
8	City Kayak	San Francisco-based outfitter offering rentals, trips, classes and kayak/gear sales. About 20-30% of customers are tourists.	X							Interested in developing a class on the Water Trail for customers. It would include navigation skills, Water Trail, wildlife.	Ted	Choi	Owner	tc@citykayak.com
9	City of Benicia	Bayfront city in Solano County includes a marina, waterfront.	X	X	X	X		X			Michael	Dotson	Director of Parks and Community Services	Michael.Dotson@ci.benicia.ca.us
10	City of Palo Alto	A bayfront city that includes the Baylands Nature Preserve, which offers opportunities for kayaking, canoeing, windsurfing and sailboarding.	X					X			Daren	Andeson		daren.anderson@cityofpaloalto.org
11	Dolphin Club	San Francisco nonprofit club started in 1877, offering swimming and rowing. Club leases a boathouse at Aquatic Park and a rowing facility at Lake Merced.			X			X	X		Tom	Keller	President	chairosoi@yahoo.com
12	DragonMax Dragon Boat Club	Dragon boat club based at Berkeley Marina. Also known as Berkeley Racing Canoe Center (BRCC).		X	X				X	Enthusiastic about Water Trail and likely responsive to specific requests for involvement.	Paul	Kamen		pk@well.com
13	Friends of the Petaluma River	Nonprofit organization promoting stewardship of and access to the river.							X		Patrick	Campbell	Chair of Board of Directors	patrick@laurelglen.com

Water Trail Education, Outreach and Stewardship Program

Appendix 2 - Organizations & Individuals Interested in Partnering or Presentations

	Organization	About the Organization	Interest in Participating in Water Trail Education Program							First Name of Contact Person	Last Name	Title	Email Address:	
			Stock brochures, maps onsite	Steward a launch site	Host presentations	Partner to Table at Events	Help with Docent Programs	Talk with members	Other					
14	Harbor Safety Committee	Committee established by the State Legislature to plan for the safe navigation and operation of vessels in the Bay Region.								Water Trail can use their material; they are available up to 1000 each.	Margot	Brown	Member	mijhb@aol.com
45	Jack London Aquatic Center	Nonprofit that offers rowing, kayaking and dragon boating classes with a focus on Oakland youth, but also adults and groups.	X							Willing to do anything from serving on a committee to implementing. Offers particular expertise in outreach to minority and underserved communities.	Dede	Birch	Executive Director	director@jac.org
16	Kayaks Unlimited	Club is located on one of the Water Trail sites, at Islais Creek in SF. Putting up kayak storage this summer, hope to partner up with other volunteer boating groups to make Islais Cr. a safe, easily accessible spot for non-motor craft to put in in SE SF.	X	X	X	X	X	X			Bo	Barnes		bob3@rcn.com
17	Marin Canoe & Kayak Club	Club, started in 1965, that hosts kayak and canoe outings.	X	X	X	X	X	X			Carol	Teitelman		acteitel@aol.com
18	Marine Mammal Center	Nonprofit that rescues and rehabilitates injured, sick, and orphaned marine mammals. It conducts scientific research and operates an interpretive center.								Willing to help with content on proper marine mammal etiquette, trash, stranding.	Ann	Bauer	Director of Education	bauerA@TMMC.org
19	Okalani Outrigger Club	Nonprofit outrigger racing club based at Jack London Aquatic Center.	X	X	X	X	X	X			Tim	Herring		herringt@pacbell.net
20	Oyster Point Marina	Marina, operated by San Mateo County Harbor District, hosts a windsurfing launch ramp, yacht club, marine center, a 589-berth marina and five restrooms. It has moderate kayak use. The marina also has a harbor patrol search and rescue program. Ferry service may begin there in the near future..	X							Considering installing an educational kiosk for Water Trail.	Robert	Johnson	Harbormaster	riohanson@smharbor.com
21	Petaluma Small Craft Coalition Center (PSC3)	Umbrella organization of nonmotorized boating and boarding groups and individuals promoting the use of human-powered watercraft on the Petaluma River, and advocating construction of a boathouse to increase public access to the water. Prospective access sites would be part of the Water Trail.	X		X	X		X			Susan	Starbird	Volunteer	paddler@starbirdcreative.com
22	Pu Pu O Hawaii Outrigger Canoe Club	Outrigger Canoe racing club in the South Bay area. Primarily practice in Vasona Lake & Santa Cruz		X							Linda	Dresbach		linakad@yahoo.com
23	REI Outdoor School	School based at REI stores that offer, among other activities, kayaking classes and outings.	X	X	X	X				We would be very interested in becoming a partner in promoting the SF Bay Water Trail.	Brad	Bostrom		jbostro@rei.com
24	San Francisco Boardsailing Association	1600-member organization promoting and preserving access for windsurfers and kite boarders. Members come from all around the Bay.									Peter	Thorner	President	thorner@sfba.org
25	San Francisco Outrigger Canoe Club	Club has utilized the Bay for more than 15 years and is extremely active, hosts some races and participates in fundraisers (Tahiti Fete in San Jose). Housed behind Sports Basement across from Chrissy Field in SF, they roll the boats across the gravel trail and launch on the beach. They are very supportive of any moves to improve education and stewardship programs. It's important to them that they maintain and continue to have access to the beach from this location.	X	X		X		X			Michael	Richter		avalinc2000@yahoo.com
26	San Mateo County Parks Dept.	Its Coyote Point Recreation Area includes a marina, yacht club, and a beach popular with windsurfers. The department is interested in creating a Water Trail campsite.	X							Provide information to public orally, on website. If funding available, post interpretive signs, send staff to trainings.	Cecily	Harris	Financial Services Director	charris@co.sanmateo.ca.us

Water Trail Education, Outreach and Stewardship Program

Appendix 2 - Organizations & Individuals Interested in Partnering or Presentations

	Organization	About the Organization	Interest in Participating in Water Trail Education Program							Other	First Name of Contact Person	Last Name	Title	Email Address:
			Stock brochures, maps onsite	Steward a launch site	Host presentations	Partner to Table at Events	Help with Docent Programs	Talk with members						
27	Save the Bay	Nonprofit that focuses on protecting, restoring and celebrating San Francisco Bay, with a focus on advocacy and education. Advocacy aims are to increase public access to the Bay, expand and protect wetlands, and protect the Bay from pollution and development. Education programs reach almost 10,000 students and adults each year.								Potential to use their logo in certain cases	Jocelyn	Gretz	Community Programs Manager	jpgretz@savesfbay.org
28	Sea Trek Kayaking Center	Sausalito-based outfitter offering classes, outings and rentals.	X	X						Will continue to steward the Schoonmaker Beach launch site.	Bob	Licht	Owner	blicht@seatrekkayak.com
29	SF Chamber of Commerce	Organization working to attract, develop and retain business in San Francisco.						X			Carol	Piasente	Vice President, Communications & Events	cpiasente@sfcamber.com
30	UCSF Outdoor Programs	Previously known as Outdoors Unlimited, UCSF's program of outdoor activities includes sea kayaking and surfing.	X	X	X	X			X		Steve	Siskin		Steve.Siskin@ucsf.edu
31	US Coast Guard	US military service that works to assure marine safety, conducts rescues, and protects the environment from boating-related hazards such as oil spills.			X	X	X				Thomas A.	Boone		thomas.a.boone@uscg.mil
32	Western Sea Kayakers	Sea kayaking club with about 200 members that hosts monthly meetings and weekly outings. Meetings are in Sunnyvale.			X				X		Ed	Roseboom	Vice President	vicepresident@westernseakayakers.org
Individuals			Interest in Participating in Water Trail Education Program											
			Stock brochures, maps onsite	Steward a launch site	Host presentations	Partner to Table at Events	Help with Docent Programs	Talk with members	Other	First Name of Contact Person	Last Name	Title	Email Address:	
	Steve Lidia	BASK member							Provide imaging, video, etc. of the trail being used!	Steve	Lidia		stevedore@bask.org	
	Tom Pickford								I live on the Napa River and am willing to assist with events or other needs in this area.	Tom	Pickford		tom@goodstuff.net	
	Jenning Gee	BASK member							I paddle in Richardson Bay. One out of 2 public launch sites is open. The one that is open has adequate parking although does not have a sign for bathrooms. I'd be happy to help keep that launch site in good order. Who do we report to? The other one is beat up and no information on what's going to happen to it.	Jenning	Gee		jgeelcsw@msn.com	

Water Trail Education, Outreach and Stewardship Program

Appendix 3 - Water Trail-Related Events

Event	Date	Sponsor/Host	Background	Email Address:	Phone Number:	Website:			
1 AquanFest	June	Aquan Sports				http://www.aquanfest.com/			
2 Support Strokes	August	California Canoe & Kayak				http://www.calkayak.com/supportstrokes/			
3 Regatta and Paddle-a-thon	October	Sea Trek	Fundraiser for Environmental Traveling Companions			http://www.paddleathon.org/			
4 Sojourn on San Francisco Bay	October	A benefit for Bay Access				http://www.bayaccess.org/events.html			
5 People Paddle for AIDS	May	People Paddle	San Francisco			http://www.peoplepaddle.com			
6 People Paddle for the Planet	June	People Paddle	Part of AquanFest			http://www.peoplepaddle.com			
7 Tiburon Mile Open Water Swim	October		The event asks boaters, kayakers, jet skiers and rescue boarders to help out patrolling the race area	happyspirit11@hotmail.com	415.847.4041	www.rcptiburonmile.com			
8 WaveChaser Championships	March					http://www.wavechaser.com/race/0708/5champion.shtml			
9 Race for the River	September	Friends of the Petaluma River							
10 Mayor's Boat Ride and River Fest	August		Petaluma event						
11 Petaluma River Marathon	September			PetalumaRiverMarathon08@gmail.com		http://petalumarivermarathon.blogspot.com/			
12 Round the Rock Alcatraz Challenge	August	He'e Nalu OCC	Crissy Field - coincides with SF Aloha Festival			http://www.alcatrazchallenge.com/acrace.html			
13 Fleet Week	October	U.S. Navy							
14 Tahiti Fete	July		San Jose			http://www.tahitifete.com/			
15 San Francisco International Dragon Boat Festival	October	California Dragon Boat Association	Treasure Island			http://www.sfdragonboat.com/			
16 Dolphin Club annual row to Sacramento	October	Dolphin Club				http://www.dolphinclub.org/rowing.html			
17 Bridge to Bridge Regatta	September	South End Rowing Club	For shells and wooden boats			http://www.south-end.org/			
18 CalCup	August		Annual windsurfing race series			http://www.calcupevents.com/			
19 America's Cup	2012-2013	Port of San Francisco				http://www.sfport.com			