



New York Sea Grant's Clean & Safe Boating Education Campaign sets the model for keeping the public current on required safety equipment, environmentally-sound boating practices, and methods to reduce the transport of invasive species

NYSG Clean & Safe Boating Project A Model for Education and Industry Partnership

Nearly 90% of respondents to the most recent state-wide Recreational Boaters Expenditures Survey (New York Sea Grant/NYSG, 2003) indicated learning about environmentally-sound boating practices is important.

NYSG Responds

In 2008, NYSG initiated a "Discover Clean & Safe Boating" project that successfully debuted at the Boating Industries Association (BIA) of Upstate New York show. It has since become a model industry-partnered educational effort that has expanded from Great Lakes' venues to sites statewide.

The Discover Clean & Safe Boating vessels, provided by NYS manufacturers and local dealers, drive annual companion programs emanating from their type (pontoon, cruiser, fishing, canoe). They are equipped with all legally-required and recommended equipment.

Education Meets Public Demand Statewide

To date (January 2014):

- More than 500,000 boaters/potential boaters have seen the exhibit at 50+ events
- Boaters have been educated at major events in all of NY's coastal regions (NYC, Hudson River, Finger Lakes, Great Lakes)
- 60+ media interviews have featured the project
- 12' canoe was added to include paddlesports
- Outreach was developed to include deaf boaters
- Boating-related invasive species and watercraft inspection education was added
- In-water life jacket/safety demonstrations have educated 500+ people at four events.



Above, 2013 NYSG Clean & Safe Boat (provided by Marathon Boat Group) at Empire Farm Days, the Northeast's largest outdoor agricultural show; below: NYSG Coastal Recreation & Tourism Specialist Dave White, standing right, with US Coast Guard/Auxiliary personnel at in-water demo, photos: Brian P. Whattam

A Boating Industry Model Partnership

The NYSG Discover Clean & Safe Boating campaign is recognized as a model for partnership development, per impact on partners and industry honors, e.g.:

- NYSG-driven, BIA-sponsored Discover Better Boating TV series (6 episodes/year, ~ 550,000 Time Warner Cable subscribers in 25 counties) launched in 2011, influencing an increase from 1200 to more than 60,000 BIA website hits/month
- program presented BOATUS Foundation Environmental Leadership Commendation, and
- four international conferences presented the project as a model industry partnership.

Partners: Boating Industry Association of Upstate New York, boating industry manufacturers and business owners, NY venue/event managers, US Coast Guard Auxiliary, media

The Sea Grant Focus Area for this project is Sustainable New York Coastal Development.

New York Sea Grant is a joint program of Cornell University, the State University of New York, and NOAA.

New York Sea Grant Extension

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