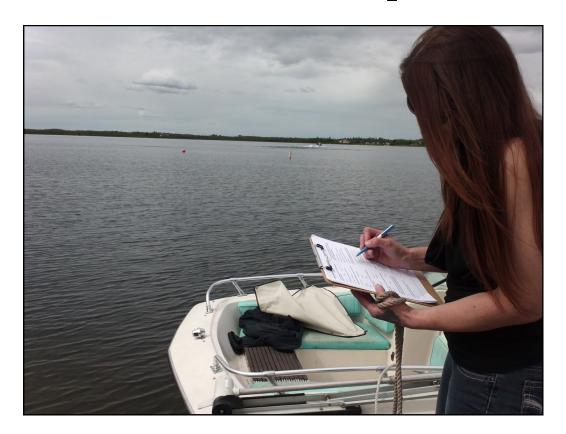


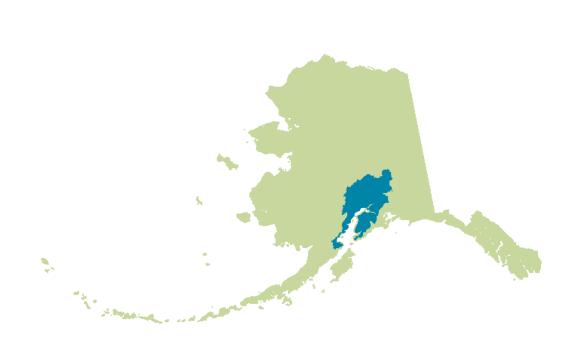
Clean Boating on Big Lake FY 2014 Final Report



Prepared for:

Alaska Department of Environmental Conservation Alaska Clean Water Action Grant #14-03

July 1, 2013—June 30, 2014



Cook Inletkeeper is a community-based nonprofit organization that combines advocacy, outreach, and science toward its mission to protect Alaska's Cook Inlet watershed and the life it sustains.

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Clean Boating on Big Lake FY14 Final Report

Cover photo: Boaters fill out clean boating surveys during Big Lake Launch Host efforts. Picture by C. Inman

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INTRODUCTION

Big Lake is a recreational hotspot in the Mat-Su Valley, and the recreational boating opportunities provide economic growth for the area, resulting in a vibrant community deeply connected to Big Lake and its culture of heavy recreational use. Drivers entering the Big Lake community are greeted by a large map of the area with the headline: "Alaska's Year-Round Playground".

The residential community in Big Lake is growing. The 2010 population was 3,350; this represents an increase of over 27% from the 2000



Big Lake has a variety of bird and aquatic life, and is enjoyed by both residents and visitors throughout the summer months.

census. Additionally, thousands of visitors come to Big Lake during summer months for boating, fishing, and jet skiing. There are 4 private marinas on Big Lake with over 300 slips for boat moorage. There are public boat launches at two state and one borough-owned public recreation areas, all of which are heavily used for lake access during the summer. Five additional public access points for boats were highlighted in the 2009 Big Lake Comprehensive Plan. Through this Comprehensive Plan, the community of Big

Lake laid out a vision to increase visitors and access to the lake, as well as to surrounding waterbodies that offer recreational opportunities.

In 2006, the State of Alaska listed Big Lake as impaired for petroleum hydrocarbon pollution above state water quality standards. The primary source of hydrocarbons (e.g. gasoline) to Big Lake is motorized watercraft—boats and personal use watercraft. Gasoline can come from individual leaks and spills, with additional (and likely larger) inputs from the release of unburned fuel out of the exhaust into the water during combustion. This is especially the case with older 2-stroke engines. Water monitoring results show higher concentrations of hydrocarbons during busy holiday weekends and in certain locations: near marinas, boat launches, and other high traffic areas in the east basin. With this information, this project focuses on these high use areas and targets outreach for high-use holiday weekends. Additional testing in 2013 showed hydrocarbon levels continue to exceed water quality standards on good weather days during the summer. The sampling schedule demonstrated that the weather is more of a driving force than holidays for influencing increased boater use and hydrocarbon levels. This information was used to spread out outreach efforts at Big Lake to focus more on good weather than solely on holiday weekends.

Starting in 2010, a community Water Quality Workgroup of Big Lake residents and stakeholders developed an Action Plan for reducing hydrocarbon pollution in Big Lake. Among other identified action items, outreach and education is a primary focus. The Big Lake Water Quality Workgroup prioritized ensuring that all motorized watercraft users on Big Lake know and implement basic skills to maintain and run their engines with minimal fuel, oil, and other hazard-

ous materials released into the water. Unfortunately, these skills are often not learned and tend to be overlooked by boaters throughout Alaska. All boaters can use efficient and effective best management practices to dramatically reduce, and in some cases eliminate, harmful discharges. Best management practices can also save money in fuel costs and maintenance. As an impaired



A map of Big Lake greets visitors at the turn-off to North Shore Drive.

waterbody, Big Lake is vulnerable to increased regulations and a negative public image. Through this project, our overarching objective is to work with the community of Big Lake to identify gaps in clean boating education and resources, and help reduce petroleum pollution in Big Lake and improve water quality.

Boaters on Big Lake can no longer afford to recreate without understanding how they can be part of a solution to the pollution problems facing the community. Other regional waterbodies face similar pollution concerns as well, including the Little Susitna River. In FY14, Cook Inletkeeper expanded this project to include outreach to boaters at the Little Su. A companion report to this one on Big Lake can be found in the Re-

source Library at www.inletkeeper.org. Looking forward, materials developed through this project are starting to be widely utilized, thereby helping to reduce petroleum-based pollution into our waterbodies, protect human health and fish habitat, and preserve recreational opportunities across Alaska.

Concerned citizens founded Cook Inletkeeper in 1995. Inletkeeper is a 501c(3) non-profit organization with the mission to protect Alaska's Cook Inlet and the life it sustains. Organizational values include protecting water quality, wild salmon, lasting communities and sustainable local economies. Given Big Lake's position within the Cook Inlet watershed, the vibrant local community, and the water resources at stake, Cook Inletkeeper is able to offer the community of Big Lake assistance to receive grant funds to help meet the goals of water quality education and restoration activities from their Water Quality Action Plan. Funding for this project came from the Alaska Department of Environmental Conservation's Alaska Clean Water Actions grant program. Through this funding we can work with members of the Big Lake community, as well as Alaskans around Southcentral Alaska who recreate and enjoy Big Lake, on our common longterm goal to improve water quality so that Big Lake meets State water quality standards.

The individual tasks under this project all focus on improving water quality through effective outreach. Objectives for this specific grant year were to: 1)Continue to implement the successful educational clean boating program developed during FY12/FY13, ensuring that boaters have locally available resources and know how to practice clean boating skills with an understanding of the negative impacts of petroleum on human health and fish habitat; and 2)Empower re-

gional boaters to practice and encourage clean boating techniques through a broad clean boating outreach campaign.

This project builds on work that was done already in Big Lake, including the FY12-FY13 Clean Boating on Big Lake campaign by Cook Inletkeeper and Mat-Su Conservation Services, positive relationships with the State Parks concessionaire at public boat launches, the Big Lake Community Council, the Big Lake Chamber of Commerce, and the Big Lake Water Quality working group, and continued utilization of clean boating materials such as the 'Fuel Out, Fish On' pamphlets developed by ADEC.

Our objectives continue to meet the following action items identified in the Big Lake Action Plan: Develop a clean boat launch campaign (Action Item #1); and, Place absorbent pads in bilge; dispose of pads; encourage Big Lake stores to sell bilge pads (#5). Previous work done by Cook Inletkeeper has helped to meet additional action items in this plan including encouraging good signage (#6), educating marina staff (#7) and working with Burkeshore Marina through the Alaska Clean Harbors program (#8). This project has wide-reaching support from the Big Lake community and stakeholders. Support comes from local boaters, the Susitna Rotary, Alaska Department of Natural Resources, and the Mat-Su Borough.

The full Big Lake Water Quality Action Plan can be seen online at: http://dec.alaska.gov/water/wnpspc/protection_restoration/biglakewq/index.htm. The FY13 Clean Boating on Big Lake final report can be found on Cook Inletkeeper's website: http://inletkeeper.org/resources/contents/fy-clean-boating-on-big-lake-final-report/view

As the grantee for this project, Cook Inletkeeper utilized state fiscal year (FY) 14 (July 1, 2013-June 30, 2014) funding from the state of Alaska to hire contractor Mat-Su Conservation Services (MSCS) to oversee the on-the-ground implementation of these goals, including continuation of the Launch Host program and clean boating outreach to the wider regional community of boaters. MSCS hired local Big Lake resident Randi Perlman to assist further in the community with these projects. Included in this final report are summaries of all activities done under this grant project in FY14. Outreach and education efforts will continue again at Big Lake, primarily through the continuation of the Launch Host Program and expanded media outreach, through FY15 (July 1, 2014-June 30, 2015) under the fourth year of this state funding. FY15 funding also includes expansion of this work to include similar clean boating outreach for boaters on the Deshka River, and the continuation of efforts began in FY14 at the Little Susitna River. It is likely that high hydrocarbon levels at Big Lake and other waterbodies are closely linked with twostroke outboard engine use. In addition to continuing educational outreach efforts in FY15, Inletkeeper will also work with regional stakeholder to develop a framework for a two-stroke tradeup incentive program.

LAUNCH HOST PROGRAM

Identified within the Big Lake Water Quality Action Plan, the Launch Host program in Big Lake is intended to educate boaters one-on-one about the importance of clean boating and tools to keep Big Lake clean. Similar programs exist in other states, including a large "Dockwalkers" program in California (http://www.coastal.ca.gov/ccbn/dockwalkers.html). The foundation of this program lies in one-on-one boater outreach on the docks or boat launches. Trained individuals engage with boaters as they launch and load their boats. Through this engagement, boaters receive free clean boating kits and are asked to fill out a clean boating survey.

For this project at Big Lake, clean boating kits include an oil absorbent pillow to be used in the boat's bilge, an oil absorbent pad, a magnet with clean fueling tips, tip sheets on clean bilges/spill response/clean oil changes, a floating keychain, a Clean Boating on Big Lake sticker, a clean boating fishing license holder, and a tote bag. Clean boating surveys capture basic demographic information about boaters, as well as information on their boats, their clean boating knowledge and their relevant boating behaviors. We updated our survey during the winter, and so two different versions were used in FY14. Blank copies of the two FY14 boater surveys are included in the Appendix, along with copies of outreach materials. Summarized survey results are included in this report under 'Boater Surveys'.

During FY12, MSCS developed training tools for volunteers, tip sheets and talking points to use while doing outreach, and an outreach schedule for the three public boat launches. The intention in creating this program was to have trained volunteers who would take shifts stationed at the public boat launches during busy summer weekends. Since the beginning of this effort in FY12,





Top: An interesting and family-friendly outreach environment helps to engage boaters. Bottom: Catherine and local hire Randi Perlman give out Clean Boating kit materials are on display Photos provided by C. Inman

finding volunteers provided challenging for our contractor during the busy summer weekends. MSCS and local hire Randi Perlman conducted much of the launch outreach themselves during FY14. Volunteers who did help during the weekends were trained one-on-one, right as they began working with the clean boating kits and surveys.

Feedback from boaters continued to be overwhelmingly positive. MSCS and volunteers distributed 60 clean boating kits with surveys through the FY14 Launch Host program at Big Lake, mostly from the North campground launch. One kit was generally distributed for each survey, and boaters with two jet-skis or watercraft got two kits. Bilge pillows are only distributed to boaters who can use them (i.e. those with inboards and contained bilges, not to people with jetskis or open skiffs).

Continuing with the successful approach from during Launch Host efforts at the boat launches. Each table had a project banner, a boating kit, a with three types of common outboard engines, and fish hand stamps for kids. This was a great, interactive, and fairly neutral way to get a message out about pollution prevention. MSCS also set up a big bucket (during the busiest days) with provided by C. Inman. some motor oil and a bilge pillow for a demonstration. The South Shore campground allowed for both boat launch surveys and time talking in a relaxed way with campers. North Shore Launch has less camping space, and more in-and-out launching activity. The Borough Public launch has no camping, and people are focused on getting loaded in and out of the water. In an effort to reach the most boaters possible, Launch Host efforts in FY14 were focused largely at the North Launch.

A number of local businesses and publications also assisted in spreading the word about the Clean Boating on Big Lake campaign and Launch Host program (more on this in the Public Outreach section on Page 12). Campground hosts and volunteers helped hang Clean Boating on Big Lake banners at the entrance to North launch,



FY13, a very effective outreach table was set up Contractor Catherine Inman from Mat-Su Conservation Services at the FY14 outreach table at Big Lake, handing out clean boating kits. Clean boating kits demonstration of the amounts of oil and gas lost include an oil absorbent bilge pillow with custom wrapper, oil absorbent pad, Fuel Out, Fish On! Brochure, clean fueling magnet, tide book, floating keychain, Clean Boating on Big Lake sticker, and relevant clean boating materials as available. Photo

> the "Kids Don't Float" life jacket stations at North and South Launches, and banners were hung on the outreach tables during Launch Host activities.

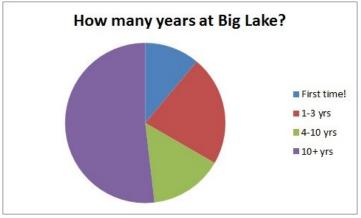
BOATER SURVEY RESULTS

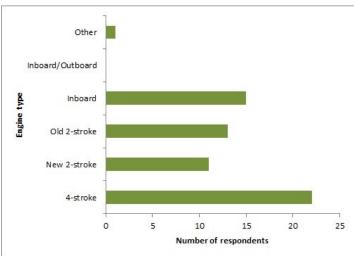
During FY14, Mat-Su Conservation Services staff and volunteers administered surveys to boaters at launches on Big Lake as well as at the Mat-Su Outdoorsman Show in March 2014. Data in this section are presented first from Big Lake, followed by a summary of data from the Outdoorsman Show. All graphs are from boaters who completed surveys at Big Lake.

Boaters completed a combined total of 60 surveys at Big Lake during FY14, with more surveys (38) recorded in the fourth quarter as compared to the first quarter (22). Of these, the majority of respondents (75%) were male. Thirty-seven percent of respondents were between 51 and 65, 33% were between 31 and 50, and 25% were under 30. Forty percent of boaters surveyed lived in Anchorage most of the year, while 22% came from Wasilla, 14% from Eagle River, 8% from Big Lake, and 8% from outside Alaska. Results from this question continue to support the finding that most boaters on sunny days at Big Lake are coming into the community from elsewhere, and that wider outreach efforts (i.e. radio advertising and regional boat shows) are going to be increasingly important for effective messaging.

We continue to see that most boaters are unaware of the pollution concerns at Big Lake. The majority (81%) of respondents did not know that Big Lake was listed as polluted by the State of Alaska and 68% did not know that the Little Su was at risk for being listed. This continues to demonstrate the need for further-reaching outreach efforts, which we are beginning to achieve with expanded radio advertising.

When asked where they went boating most often, 43% of those surveyed said Big Lake, followed by other Mat-Su Valley locations (31%). This





Top: Distribution of years spent boating on Big Lake. An increase from our results in FY13, a full 50% of respondents indicated they have boated on Big Lake for 10 years or more. Bottom: The majority of respondents indicated they have a 4-stroke engine on their boat, followed by inboards and older 2-strokes.

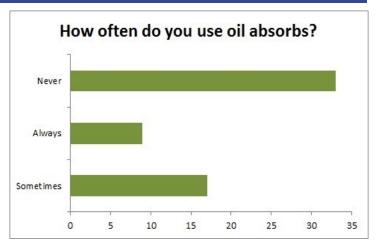
demonstrates that many boaters return year after year to Big Lake, and although they are coming from a large population area (see above—most from Anchorage or Wasilla), there is an opportunity over time to reach many of them through on-the-ground engagement.

Half (50%) of boaters at Big Lake indicated that they had been boating there for 10 or more years, and only 6 boaters responded that it was their first time at the lake. Inboard (15) and 4-stroke engines (22) were the most common engine types used by boaters at Big Lake; however, 13 respondents said they use an old 2-stroke engine.

The top three actions that boaters at Big Lake were willing to engage in to support clean boating practices were: 1) use absorbent pads in the bilge; 2) drain boats away from the launch; and 3) minimize idling. Spreading the word and talking to other boaters about clean boating practices was the least popular action.

Twenty-nine percent of boaters surveyed said that they sometimes use oil absorbs, 15% said they always use them, and 60% said they never use absorbs. In the past we have seen this correspond with where people fuel their boats—many people fuel at gas stations where they don't think of containing spills. This is definitely a stormwater runoff concern, however is outside of the scope of this project as the nearest land-based gas station to Big Lake is at least a mile from the shore.

When asked when they would be likely to replace their older 2-stroke engine, 31% of respondents said they would if there was a cost-share/buy-back program, 19% said if the engine breaks down beyond repair, 14% said if it was required by law, and 24% said it was not applicable to them. These data show that there are barriers to engine replacement within the boating community, but that a buy-back program would be an incentive for some boaters to replace their older 2-strokes.



Things You're Willing to Do	Big Lake
Use absorbent pads in the	
bilge/when fueling	30
Drain my boat away from	
the launch ramp	30
Minimize idling	26
Fuel away from the water whenever possible	25
Consider upgrading to a 4-	2.5
stroke or new 2-stroke	18
Talk to other boaters to	
encourage these practices	17

Top: Only 15% of respondents at Big Lake in FY14 indicated they always use absorbent pads while fueling. Bottom: A new question in 2014 asked boaters what they are willing to do to help protect water quality while boating. Most boaters were willing to use absorbents and drain their boats away from launch ramps. This response was similar at both Big Lake and the Little Su.

In addition to outreach at Big Lake, MSCS staff and volunteers talked with over 250 individuals about clean boating on Big Lake and other Valley waterbodies at the Mat-Su Outdoorsman show in March 2014. Boaters at the show completed 68 surveys and received clean boating kits in return. Of these respondents, 82% were male and 48% were between the ages of 50 and 65. When asked where their primary residence was, Wasilla (46%) and Palmer (18%) were the most common locations.

The majority of respondents at the Mat-Su Outdoorsman Show (72%) said they did not know that Big Lake was listed as impaired, and 61% said they did not know that the Little Su was at risk for being listed. Most boaters surveyed (40%) said they boat most frequently at other Mat-Su Valley locations, followed by the coast/ ocean (24%), and the Little Su (20%). This indicates that we were able to reach a wider boating audience at the Outdoorsman show, than at the individual launches. Nearly 78% of those surveyed said they have been boating in Alaska for more than 10 years. Four-stroke engines were the most common engine used by respondents, followed by inboard (29%), old 2-stroke (22%), and new 2-stroke (14%).

The top three actions that boaters were willing to engage in to support clean boating practices were: 1) use absorbent pads in the bilge and when fueling; 2) fuel away from the water; and 3) drain the boat away from the launch. Upgrading to a new 2-stroke or 4-stroke was the least popular option. Twenty-five percent of those survey said they always use oil absorbs, 21% said sometimes, and 54% said they never use them. When asked when they would be most likely to replace their 2-stroke engine 35% of respondents said that was not applicable to them, 26% said if there was a cost-share/buy-back program, 18% said if the engine breaks down beyond repair,

I would be more likely to		
replace my older 2-stroke	BOOKER PRO	
engine if:	Little Su	
It was required by law	3	
There was a cost-share/buy-	6	
back program	·	
Pollution continues in lakes	1	
and rivers	- t-	
The engine breaks down	8	
and can't be repaired	Ü	
Not Applicable	11	
Other	0	



Top: Most people with older two-stroke engines at Big Lake were interested in some kind of a costshare/buy-back program for replacing their engines with a less polluting one. Bottom: Volunteer launch hosts working with boaters to fill out clean boating surveys at Big Lake. Photo provided by C.

11% said if pollution continues in our waters, and 9% said if it was required by law. These data show that there are barriers to engine replacement within the boating community, but that a buy-back program would be an incentive for some boaters to replace their older 2-strokes.

COMMUNITY OUTREACH

A major component of this ongoing project is raising awareness among boaters and the surrounding communities of the collective impact of individual spills of fuels and oils on water quality. Many boaters come to recreate on Big Lake from Anchorage, Eagle River, and other Valley communities. Therefore spreading awareness in these larger population centers is critical to achieving success. In addition to the Launch Host Program (described on page 7), specific actions to increase public awareness are described in detail below.

Print News

Contractor MSCS worked with local hire Randi Perlman to write clean boating articles and letters to the editor for local and regional print media. Articles were printed in the Frontiersman, Make-A-Scene, and the Big Lake Chamber of Commerce Newsletter. Copies of these articles are included in the Appendix.

Radio

With so many boaters coming to Big Lake from large population centers in the region, radio advertising is an extremely effective way of raising clean boating awareness. During the last quarter of FY13, MSCS worked with Randi Perlman and station KMBQ99.7 Valley Radio to record a clean boating Public Service Announcement. This PSA continued to air 5 times per day during the first quarter of FY14, and again during the fourth quarter when boating activity resumed.

Additional funding from ADEC allowed for paid radio advertisement placements during the fourth quarter. This was an exciting opportunity that we will expand upon in FY15. During the





Top: MSCS volunteers at the Mat-Su Out-doorsman's Show Clean Boating booth. Photo provided by C. Inman. Bottom: A generic clean boating sticker, developed by Cook Inletkeeper, which was used in the early part of this project.

fourth quarter, Cook Inletkeeper staff worked with a professional radio person in Homer and developed two versions of a 30 second clean boating radio advertisement. Optima Public Relations was contracted to do placement of one of the ads.

Both versions of the ad can be heard at http://inletkeeper.org/resources/contents/clean-boating-radio-ad-version-2/view and http://inletkeeper.org/resources/contents/clean-

boating-radio-ad-version-1/view.

Version 1 of this ad ran on 5 radio stations between May 15 and June 30 - KVNT 1020 AM/92.5 FM "Valley News Talk" (160 spots), KAYO 100.9FM "Country Legends" (130 spots, 50 of which were donated), KMBQ99.7FM "Q99.7" (60 spots donated), KXLW 96.3FM "The Wolf" (59 spots), and KEAG 97.3 "KOOL" (35 spots, 5 of which were donated). Inletkeeper's Rachel Lord also called in to the Tom Anderson show on "Valley News Talk" on Friday, June 13 to talk for 15 minutes about clean boating efforts on Big Lake and the Little Susitna River. Shortly after the radio ads began running, Inletkeeper received positive feedback from a member of the Susitna Rotary and others who heard the advertisement/PSA for clean boating. This is a great way to reach a lot of boaters in the Valley and Anchorage with a positive and proactive message, and we look forward to continuing and expanding this effort in FY15.

Mat-Su Outdoorsman Show

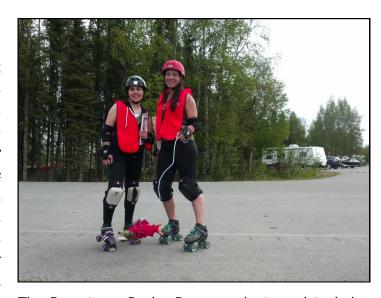
As part of this project, MSCS hosted a table at the Mat-Su Outdoorsman's Show for three days in March at the Menard Sports Complex in Wasilla. Show organizers reported that 5,250 people attended the show – an 8% increase over 2013. This show continues to be a very effective early-season outreach event, and we will attend it again in FY15. Over three days, MSCS staff and volunteers talked with over 250 individuals about clean boating on Big Lake and other Valley waterbodies. Boaters completed 68 surveys and received clean boating kits in return. We added a new survey question to ask boaters what actions they would take to protect water quality; this question was a great lead-in for more detailed

conversations. Results from these boater surveys are in the Boater Survey section of this report (see page 9). Keychains and stickers continue to be the most popular items at our tables, aside from the oil absorbents which boaters highly value.

Big Lake Fall Fishing Derby

Sponsored by the Big Lake Chamber of Commerce, the Big Lake Fall Fishing Derby is a popular event with boaters and is held at Burkeshore Marina. In FY14, the Fishing Derby occurred on September 28 and 29. Over 100 people attended the Derby, and MSCS hosted a clean boating table at the event. This venue provides good local outreach opportunities in the fall, after much of the recreational boating at Big Lake has died down. We will continue to have a clean boating presence at the Fall Fishing Derby in FY15.

Big Lake Appreciation Day



The Boomtown Derby Dames volunteered to help raise clean boating awareness in June during the Big Lake Appreciation Day event. Photo by C. Inman.

In Fy14, contractor MSCS attempted to hold a one-day focused outreach event at Big Lake – "Big Lake Appreciation Day". The date was pushed to June 7, 2014 after the weather rained out the fourth of July weekend. During this event, the 'Boomtown Derby Dames', a local roller derby group, volunteered complete with roller skates. The public responded well and it was a fun and memorable event, however it likely only reached the people who were at the launch already. Burkeshore Marina has dramatically increased their efforts to hold events during the summer and fall, and for future clean boating outreach we will focus on partnering with their efforts.

Community Participation

In addition to the above efforts, MSCS engaged the following community partners in outreach efforts to raise awareness of clean boating practices and resources in the Big Lake-area:

- Wasilla Rotary Club (September 2013 and April 2014)
- Mat-Su Anglers (outreach to individual members and founders during the spring 2014)
- Big Lake Chamber of Commerce (March and June 2014)
- Big Lake Elementary School Field Day (May 20)
- Extreme Motor Sports (6 clean boating kits)
- Casey Steinau, Big Lake Self Storage (5 clean boating kits)
- Burkeshore Marina (200 stickers for distribution)

We have received positive and appreciative feedback from all community partners, many of whom believe this Clean Boating on Big Lake effort will be effective in reducing measurable pollution in Big Lake. Our approach of "common sense, good housekeeping tips" is appreciated, and has proven to be non-confrontational. Although it is difficult say how much pollution prevention has been achieved directly through the education efforts, clean boating awareness has certainly risen, and many businesses and boaters are appreciative of our efforts. Clean boating resources in Big Lake are centered around the businesses and organizations listed above. These business owners, including Burkeshore Marina staff, are dedicated to providing boaters with clean boating materials and helping reduce hydrocarbon pollution in Big Lake. Copies of clean boating educational materials available for Big Lake boaters are included in the Appendix.

FUTURE WORK

Cook Inletkeeper received a fourth year of funding under the Alaska Dept. of Environmental Conservation Alaska Clean Water Action grant program to continue and expand this project through 2014 and into 2015 (FY15). During FY15, Inletkeeper's new Alaska Clean Boating Coordinator staff person (based in Talkeetna) will take over the on-the-ground implementation of the Clean Boating in the Susitna Valley efforts, including at Big Lake. The FY15 project objectives are expanded to include:

- Continue and expand the educational clean boating program developed through previous ACWA grants;
- Broadly educate regional boaters on the impacts of older carbureted two-stroke engines on sensitive waterbodies and aquatic life; and,
- 3. Work with stakeholders to develop the framework for a regional two-stroke engine "buyback" or "trade up" incentive program.

In FY15 we will include outreach efforts on both Big Lake and the Little Susitna River, and also the Deshka River. We will again host a clean boating table, with information on Big Lake, the Little Su and the Deshka, at the Fall Fishing Derby at Big Lake in September 2014, the Mat Su Outdoorsman's Show in March 2015, and the Big Lake Boat and Sports Show in May 2015.



Cook Inletkeeper staff are excited to continue work with Big Lake community members during FY15 under a fourth year of ACWA funding. Photo provided by C. Inman.

ACKNOWLEDGEMENTS

Cook Inletkeeper would like to thank the community of Big Lake for their engagement, support, and dedication to these efforts and so many more to help improve and protect the water quality in Big Lake. We'd like to especially thank Randi Perlman, Steve Totten, Nick and Katie Gittlein, Paul Du-Clos, Floyd Shilanski, Gerard Billinger, Dan and Cathy Mayfield, Bill Kramer, Seth Kelley, Margaret Billinger, Ina Mueller, Helen Heirat, Barb and Don Smith of A-1 Signs, Diane Beauvais and Girl Scout Troop 941, Cassandra Alexander and Julie Alexander. Without their efforts, this project and others that have been initiated by them and the rest of the local Water Quality Workgroup, would be dead in the water. We'd also like to thank Holly Peterson, Shelly Wade, Catherine Inman, Frankie Barker, Cindy Gilder, Laura Eldred, and Wayne Biessel for their ideas, critical involvement, and support throughout this project and for their efforts on other efforts to protect Big Lake's water quality for present and future generations.

This project was paid for (in part) by an Alaska Clean Water Actions (ACWA) grant from the Department of Environmental Conservation.



APPENDIX

Appendix A FY14 Big Lake Clean Boater Surveys

Appendix B Media Excerpts

Perlman, Randi. Letter. "Keep Big Lake Clean is Catching On" *The Frontiersman.com*, June 6, 2014.

Perlman, Randi. "Keeping Big Lake and the Little Su Clean Is Catching On!" *Make-A-Scene*. June 2014.

Perlman, Randi. "Clean Boating on Big Lake & Little Su" *Big Lake Happenings*, June 12, 2014.

Appendix C Clean Boating Resources

- Cook Inletkeeper Clean Boating Fishing License Holder, with insert listing clean boating pledge best practices.
- Cook Inletkeeper Clean Fueling Tips magnet
- Cook Inletkeeper oil absorbent informational inserts
- Alaska Dept. of Environmental Conservation 'Fuel Out, Fish On!' outreach materials
- Handout on the No Spill fuel vent overflow collectors



Summer 2013 Big Lake Boater Survey

1. How many <u>years</u> have you been boating on Big Lake? (please circle one)				engine if: (circle one)			
	·			It was required by law			
First Time!	1-3 yrs	4-10 yrs	+10 yrs	There was a cost share/buy-back program			
2. Where do	o you live mos	t of the year?		Pollution continues in lakes and rivers			
				The engine breaks down and can't be repaired			
				Not Applicable			
3. What types of recreational activities do you enjoy on Big Lake (circle all that apply)?			o you	8. Did you know that Big Lake was listed as polluted by the state of Alaska?			
Cruising	Fishing	Jet Skiing		Yes No			
Sailing	Camping	Waterskiing		9. Please mark the things below you are willing to do as a boater to help keep Big Lake clean:			
Swimming	Other:						
4. What kind of engine is on your primary vessel? "Old" 2-stroke "New" 2-stroke			y vessel?	 Use absorbent pads in the bilge/when fueling Drain my boat away from the launch ramp 			
				O Minimize idling O Fuel away from the water when possible.			
4-Stroke	Inbo	pard		 Fuel away from the water when possible Consider upgrading to a 4-stroke or new 2-stroke 			
5. Where do you most often fuel your boat?			oat?	 Talk to other boaters to encourage these practices 			
Gas station prior to launching				10. Please tell us a little about yourself:			
Marina with	a fuel dock			Age: Under 20 21-30 31-50 50-65 65+			
Bring own ga	as cans to refu	el		Gender: Male Female			
6. How often do you use absorbent pads/diapers when fueling?				Number of people in your household:			
			/diapers	How many are under 18 years old?			
Sometimes	Alwa	ays	Never	☐ YES! I want to get occasional updates about clean boating at Big Lake and around Alaska.			
				Name:			



Email:_____

7. How would you complete this statement: "I would be more likely to replace my older 2-stroke





2014 Clean Boating Survey

1. How many <u>years</u> have you been boating?

(please circle one)				would be most likely to replace my older 2-stroke engine if: (please only circle one)		
1-3 yrs 4-10 yrs +10 yrs 2. Where do you live most of the year?				It was required by law		
				There was a cost share/buy-back program		
				Pollution continues in lakes and rivers		
3. What kind of engine is on your primary vessel?			vessel?	The engine breaks down and can't be repaired		
				Not Applicable		
"Old" 2-stroke	"New	" 2-stroke		9. Please mark the things below you are willing to		
4-Stroke	Inboa	rd		do as a boater to help keep lakes and rivers clear		
Diesel	Other			 Use absorbent pads in the bilge/when fueling 		
4. Where do you most often go boating (please circle up to three)?			lease	 Drain my boat away from the launch ramp Minimize idling Fuel away from the water when possible 		
Big Lake		Little Su		 Consider upgrading to a 4-stroke or new 2 stroke 		
Other Valley locations Coast/Ocean			 Talk to other boaters to encourage these practices 			
5. How often do you use absorbent pads/diapers			diapers	10. Please tell us a little about yourself:		
when fueling?				Age: Under 20 21-30 31-50 50-65 65+		
Sometimes	Alway	S	Never	Gender: Male Female		
				Number of people in your household:		
6. Did you know that the Little Su is at risk for listing as polluted by the state of Alaska for too				How many are under 18 years old?		
many hydrocarbons (fuels & oils) in the water?			ater?	☐ YES! I want to get occasional updates about		
Yes	s No			clean boating in Alaska.		
7. Did you know that Big Lake is listed as polluted by the state of Alaska?				Name:		
				Email:		
Yes	No					



8. How would you complete this statement: "I





E-EDITION





LOCAL NEWS

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FAITH VALLEY LIFE

MULTIMEDIA/GALLERIES

AROUND THE VALLEY

SPECIAL SECTIONS | CLASSIFIEDS

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Pulse Research

How would you spend it?

570 gallons

'Keep Big Lake Clean' is catching on

Font Size: Story Comments

Posted: Friday, June 6, 2014 10:56 am

By Randi Perlman For Frontiersman.com | 0 comments

BIG LAKE — The Clean Boating on Big Lake program continues to make a big splash. The program, now in its third season, has been a good first step in educating recreational users of Big Lake about some simple and common-sense ways to help keep gas and oil out of the lake. These include draining your boat's bilge on land instead of in or near the lake, fueling your boat or personal watercraft before you launch, away from the water, and using an absorbent pad to catch your drips.

This is the third year of a grant from the Alaska Department of Environmental Conservation with Cook Inletkeeper, and the continuing outreach effort has been a resounding success. Community members have been very receptive to the effort. The "Keep Big Lake Clean" boating kits include a variety of useful and educational items for those who like to recreate on the lake, with tips on how we can all do our part to keep our small leaks and spills out of the lake.

Outreach for the Clean Boating on Big Lake program will continue throughout this summer and will focus on promoting environmentally friendly boating practices by users on busy holiday weekends and around boat launch sites. The Clean Boating outreach is particularly important over long weekends like Memorial Day, Fourth of July, and Labor Day.

Boaters and water sports enthusiasts want to protect our shared water resources, and now they are receiving some free, helpful ways to do so. The support is building on the success of the past two summers, and keeping Big Lake clean is catching on.

We hope to see you out there this summer, enjoying Big Lake and helping to keep it clean.

For more information, or to volunteer, contact Catherine Inman at 841-2226, or visit inletkeeper.org/cleanwater/clean-boating/biglake.



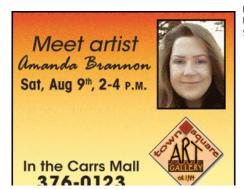


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PIC OF THE WEEK







MVKE V PLENE



THE RED BAKN THRIFT STORE

12151 East Palmer-Wasilla Hwy

Furniture, housewares, craft supplies, tools, sporting goods and much more!

745-5050 Tues - Sat: 9am - 6pm

Community

By Randi Perlman

The Clean Boating on Big Lake program continues to make a big splash! The program, now in its third season, has been a good first step in educating recreational users of Big Lake about some simple and common-sense ways to help keep gas and oil out of the lake. These include draining your boat's bilge on land instead of in or near the lake, fueling your boat or jet-ski before you launch – away from the water, and using an absorbent pad to eatch your drips.

Community members have been very receptive to 'stepping up to the plate' when it comes to learning simple ways to help keep Big Lake clean, and they are enjoying the free kits handed out by project volunteers at main launch sites. The "Keep Big Lake Clean" boating kits include a variety of useful and educational items for those who like to recreate on the lake, with tips on how we can all do our part to keep our small leaks and spills out of the lake.

Education is also being conducted and clean boating kits given out at the Little Su River for the Clean Boating on the Little Su program. Fishing and boating season is in full swing in the Mat-Su Valley, and we want to help keep both Big Lake and the Little Su clean for all to enjoy!

The Clean Boating on the Little Su program offers a variety of tools and tips to help us all keep the Little Su River clean. The Clean Boating kit contains useful materials on how boaters can do their part to keep the Little Su clean while enjoying their time on the water, and includes a brief survey regarding fueling and boating practices on the river. Look for us at the Little Su Public Use Facility Launch at Pt. Mackenzie with

the free clean boating kits, information, and other goodies. Using these simple, environmentallyfriendly practices will help keep small leaks and spills out of the river. FISH ON!

Through a grant from the Alaska Department of Environmental Conservation (ADEC) with Cook Inletkeeper, outreach for the Clean Boating on Big Lake and Clean Boating on the Little Su programs will continue throughout this summer and will focus on promoting environmentally-friendly boating practices by users on busy holiday weekends and around boat launch sites. The Clean Boating outreach is particularly important over long holiday weekends like 4th of July and Labor Day.

Boaters and water sports enthusiasts want to protect our shared water resources, and now they are receiving some free, helpful ways to do so. The continuing outreach effort has been a resounding success, and keeping Big Lake and the Little Su clean is catching on! We hope to see you out there this summer, recreating on Big Lake and the Little Su, and helping to keep them clean for everyone to enjoy...!

KEEPING BIG LAKE AND THE LITTLE SU CLEAN IS CATCHING ON!

The Clean Boating on Big Lake and Clean Boating on the Little Su programs are sponsored by a grant from the Alaska Department of Environmental Conservation (ADEC), administered through Cook Inletkeeper, and managed locally by Mat-Su Conservation Services.

➤ For more information or to volunteer, contact Catherine Inman at 841-2226 or check out inletkeeper.org/clean-water/cleanboating/biglake.





rs to celebrate the last night of the single man, it wasn't until perhaps the 1990's when began to see the term bachelorette party ng used on a regular basis.

men have been getting together for many

Stag

s estimated that some 90% of all brides
I have a bachelorette party in some form or
other, whether it's an in house get together
if few friends to an all out night on the town
inplete with a van or a limo. There have been
chelorette parties known to have 200 or more
ests! The early days of the bachelorette party
uld have the guests of the bridal shower
ing out for a few drinks afterwards. Today it
is evolved into a separate party altogether and
is grown massively popular and part of the
erall planning of the wedding as a whole.

e bachelorette parties continue to evolve even ay adding various games, treasure hunts and er such things to lend fun and excitement to big night. Many of these parties also have appearance of a male dancer as well, though trend seems to point away from that for the st part.

recent years couples, celebrate their last night ether in combined stag and doe parties.

is idea has grown popular as more couples together and marry later in life. First and emost, the "party" is an important step in ing goodbye to one's single life and relieving se pre-wedding jitters.

NE 2014



Fwd: FW: Big Lake Happenings

Catherine Inman <catherine@matsuconservation.com> To: Rachel Lord <rachel@inletkeeper.org>

Sat, Jul 12, 2014 at 5:35 PM

Rachel, here you are; more to come! Catherine

From: Lakeshore Entertaining & Event Management [mailto:lakeshoreentertaining@alaska.net]

Sent: Thursday, June 12, 2014 11:43 AM

To: randi@stevestoyostove.com **Subject:** Big Lake Happenings







In This Issue

Private Marina - slip rental

In-Form Weight Loss Program

Community Calendar

Submitted by: Karen Dally

MSB Road Project Updates IN.FORM

In-Form Weight Loss Program

BURN FAT | BE FIT | FOR LIFE

7 Days Free Parking

Clean Boating Update

Big Lake Rentals

Free Informational Presentation Tonight

The most comprehensive approach to weight loss ever! In.Form is a unique weight-management and healthy lifestyle program from Nature's Sunshine, the world leader in premium-quality health supplements. Join us on a 13 week journey to:



improved energy and vitality

happiness and greater self-image

better health habits

emotional balance

North Shore Marina

and YES, weight loss! Attend an informational program - TONIGHT -THURSDAY, June 12 7:00pm

Lakeshore Studio-South-facing side, East Lake Mall For additional information call Karen Dally @ 775-8105

The ice is gone - it's time to get the boat out!

Private Marina off of North Shore Drive with gated, restricted access from road system. \$550.00 Break-Up to

Freeze-Up

Call: 907-892-6200





Want to stay in the know about Big Lake happenings? Check the Big Lake Chamber of Commerce community calendar!

biglakechamber.org

7 DAYS FREE PARKING!!

Alaska Park, Ted Stevens Int'l. National Airport's newest parking facility wants you to park for FREE for up to 7 DAYS! Try this new, completely valet service parking just once - and you'll be hooked!

Contact Deb Kirk, Regional Director of Sales for additional information:

DKirk@AlaskaPark.com or 414-6451



MSB ROAD PROJECTS

Big Lake Road Intersections
Project: Design of
intersection improvements at
Big Lake Road and North
Shore Drive as well as design
concepts to improve the Big
Lake Road/Hollywood/Big
Lake Lodge Road intersection
have been initiated. The goal
is to have the construction bid
package advertised in Spring
2015 and project completed
by Fall 2015.

South Big Lake Realignment

Clean Boating on Big Lake & Little Su

Submitted by: Randi Perlman

The Clean Boating on Big Lake program continues to make a big splash! The program, now in its third season, has been a good first step in educating recreational users of Big Lake about some simple and common-sense ways to help keep gas and oil out of the lake. These



CLEAN BOATING

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The Clean Boating on the Little Su

Project: This project began construction Fall of 2013 and is currently in full swing. Major earthwork operations and utility relocation efforts are ongoing.

Early summer 2015 will see construction completed and the new road opened for public use.

Contact MSB Project Manager Mike Campfield at Mike.Campfield@matsugov.us or

907-861-7719 for updates!



Advertise In Big Lake News

Reaching close to 1,000 Big Lake residents, business and property owners every week, Big Lake News is an All-Star Award winning newsletter with a consistently high open rate. Link ads to your website add an optional coupon, change your ad every week - your choice! Only \$100.00 month = 4 weeks of ad exposure! Please contact me for additional information.

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http://inletkeeper.org/clean-water/clean-boating/biglake.

Summer Company Coming? Entertain in style with easy, breezy rentals - right here in Big Lake!



Chairs Tables

Flatware

Beverage ware & dispensers

PROTECT yourself and your property with TAMS Certified Alcohol Servers

Decorations and much, much more!

Community Links

Big Lake Chamber of Commerce

Membership meetings 1st & 3rd Mondays of the month. 12 noon @ Big Lake Family Restaurant-East Lake Mall

biglakechamber.org

Big Lake Community Council

Membership meetings 2nd Tuesday of the month. 7:00pm Lakeshore Studio, south-side East Lake Mall

biglakecommunitycouncil

Big Lake Trails, Inc.

Membership Meetings 2nd Friday of the month, August-May, 7:00pm Aardvark Catering/Pizza Thyme

biglaketrails.org

Big Lake Incorporation

follow the progress to become a city biglakecity.com

Big Lake Community Impact Assessment

biglake communityimpact.org

Big Lake Lions Rec Center

biglakereccenter.com

Mid-Valley Recycling midvalleyrecycling.com

Alaska Sailing Club aksailclub.blogspot.com



Membership Meetings 2nd Friday Big Lake News is a community service provided by:



Ina Mueller
PO Box 521847
Big Lake, AK 99652
P: (907) 230-0935
F: (866) 311-0006
lakeshoreentertaining@alaska.net
lakeshoreentertaining.com

Forward this email





 $This\ email\ was\ sent\ to\ randi@stevestoyostove.com\ by\ lakeshoreentertaining@alaska.net\ |$

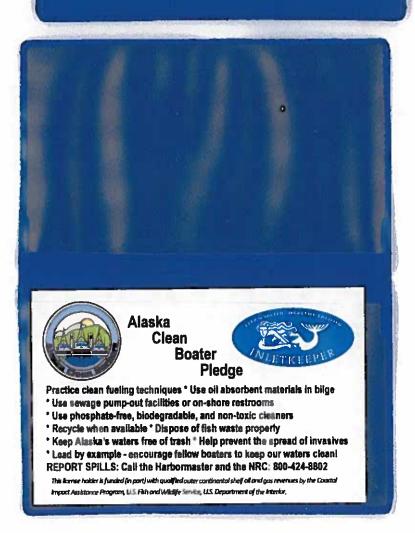
Update Profile/Email Address | Instant removal with SafeUnsubscribe™ | Privacy Policy.

Lakeshore Entertaining & Event Management | PO Box 521847 | Big Lake | AK | 99652

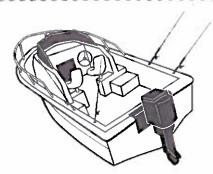
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Version: 2014.0.4592 / Virus Database: 3964/7667 - Release Date: 06/12/14

Alaska Clean Boating



Gasoline from boat motors can pollute Alaska's waterways



Be smart--think before you start!

Clean fueling and money saving tips:

- Upgrade to cleaner burning 4-stroke motors or direct fuel-injected 2-stroke motors. They pollute less and are more fuel efficient.
- Service engines out of the water.
- •Fill the tank before you launch and only fill to 90 percent full.
- ◆Always have oil absorbent pads available to catch drips or spills.
- ♦Use a bilge sock or pillow to absorb small spills in your bilge.

We all need clean water!



Brought to you by the Alaska Department of Environmental Conservation

www.dec.alaska.gov/water/ wqsar

Outboard Motors



Newer technology can save you money and help protect the environment!



Fuel Out - Fish On!
We all depend on clean water.

Protect Alaska's clean water and healthy salmon!



Use Your FREE Oil Absorbents and Keep Your Bilge Clean!

PRACTICE PREVENTATIVE ENGINE MAINTENANCE AND KEEP OIL ABSORBENTS ALWAYS ON HAND AROUND THE BOAT!

- Keep your boat's engine clean and well maintained
- Regularly check fuel and oil fittings leading to the tanks and engine
- Know the tricks and tips for handling fuel and oil to prevent leaks and spills
- Place an oil absorbent pad and tray under your engine to collect drips
- Pump your bilge less often by keeping rain, snowmelt, and seawater from leaking into your boat
- Secure an absorbent sock or pillow in the bilge and monitor it throughout the season. Find sources of oil when it becomes soiled and fix them!
- Before pumping the bilge, soak up all floating oil with absorbents
- ♠ NEVER MIX SOAPS WITH OILY BILGE WATER! This is more toxic than oil alone, and results in much larger fines! The oil doesn't go away, but heads to the ocean floor where it is dangerous to fish and other marine life. Soap in your bilge creates a toxic sludge that is very expensive to dispose of. Keep soaps out of the bilge and off the water!
- For bigger boats, consider an in-line bilge water filter that will help remove most contaminants. You could get a big savings on insurance!
- ♦ NEVER pump oily bilge water overboard! Check with your harbor for resources for disposing of used oil & fouled bilge water.

These oil absorbents and insert are funded with qualified outer continental shelf oil and gas revenues by the Coastal Impact Assistance Program, U.S. Fish and Wildlife Service, U.S. Department of the Interior.

Protect Alaska's clean water and healthy salmon!



Use Your FREE Oil Absorbents and Keep Your Bilge Clean!

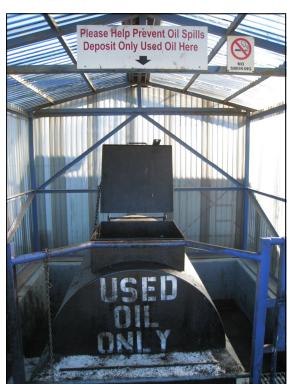
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Report oil spills 24 hours a day. Call (800) 478-9300

Why should I use Oil Absorbents?



Small leaks and drips of oil and fuel in the bilge and during fueling are a common problem. Even in small quantities, fuel and oil pollute Alaska's waters, which we depend on for our enjoyment, food and livelihood. The discharge of even small amounts of fuel and oil from our boats is illegal. Also illegal is the use of soap or dispersants to break up the oil in the bilge before discharging - the resulting oily, soapy water is more toxic to fish and humans and much more difficult (sometimes impossible) to clean up.

Oil absorbents collect these toxins <u>before</u> they are discharged into Alaskan waters. Make the use of oil absorbents part of your routine boat maintenance activities!

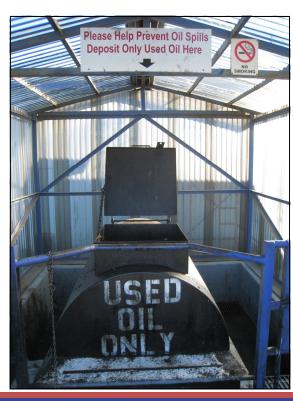
Preventing Water Pollution Is Easy:

- 1. Remove and save this insert to use as a reference
- 2. Use oil absorbent pads to clean up spills in your bilge, around the nozzle when fueling, and to check oil or perform other engine maintenance activities. SECURE an absorbent sock or pillow in your bilge for small leaks and spills.
- 3. Ask your harbormaster or fuel dock operator where to properly dispose of the absorbent. DO NOT THROW IN THE TRASH! Oil and fuel are flammable and are hazardous waste.

These instructions are provided as words of caution from the organizations that supplied your FREE oil absorbent. These organizations disclaim any liability for injury, damage or violation of environmental regulation resulting from the use of this oil absorbent, including claims of liability based on active or passive negligence of such organizations, their agents or employees.

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- ♦ Know the capacity of your fuel tank! Only fill to 90%, especially during warm weather.
- Fill your tank slowly to prevent overflows.
- ALWAYS use absorbent pads to catch drips.
- Fill up on land whenever possible.
- Never let fuel escape into the water from tank vents.
- ♦ Keep all oily bilge water out of the ocean, lakes and rivers —drain your boat away from the launch ramp.
- Place an absorbent pillow in your bilge to catch drops.
- Say NO to soaps in your bilge! Using it is both illegal and toxic for aquatic life.

Fuel Out, Fish On!



INSTRUCTIONS OF THE PROPERTY O

No-Spill™ Fuel Recover System to help reduce water pollution

Water is our most precious resource. No-Spill™ is a fuel resistant bottle designed for temporary attachment to the hull, over the fuel tank vent, while fueling. It captures fuel often spilled from the vent when the tank reaches a full level, fuel that would otherwise stain the hull and run into the water. No-Spill attaches to the hull using two super strong suction cups. Any fuel spilled is captured, to be disposed of properly after fueling. Designed for use with gasoline or diesel fuel. Fits all boats with fuel tank vents up to 1.5" (3.8 cm) in diameter. No-Spill is the right product to help protect our waters and the animals and plants

that live there. Patented.

- Captures gasoline or diesel fuel spilled from tank vent when fueling.
- When displayed, No-Spill doubles as USCG required oil discharge plaque.
- Keeps you legal; any discharge that "causes a film or discoloration of the surface" is against U.S. law and subject to fines or imprisonment.

Easy to Use...

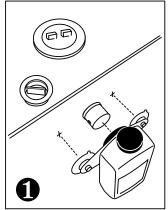
- 1. Wipe the hull with a clean, damp cloth for best adhesion of the suction cups. Remove blue sealing cap and attach No-Spill with the black sealing grommet covering the fuel tank vent. The attaching arm can be rotated to best fit the shape of the boat. Test the installation by gently tugging on No-Spill to be sure BOTH suction cups are holding the unit securely.
- 2. Remove black top cap and begin fueling. When the tank is full, any fuel spilled from the tank vent will be contained by No-Spill. While securely holding the bottle, gently loosen both suction cups by breaking the seal on each cup (suction cups feature a small tab for this purpose). Remove No-Spill and wipe any residual fuel from the hull with an oil absorbing cloth.

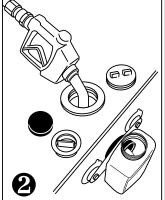


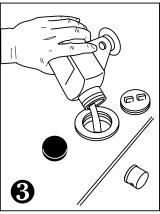
Spilling fuel into U.S. waters is illegal and bad for the environment.











3. No-Spill is a temporary fuel container. All of the fuel in the bottle should be poured back into the main fuel tank or another approved fuel receptacle. Before stowing No-Spill the bottle should be allowed to fully ventilate with the black top cap off to get rid of potentially explosive fumes. Store No-Spill in a well ventilated compartment away from sparks or open flames.

WARNINGS

Trapped gasoline vapors are highly explosive. After your No-Spill is emptied, ventilate it to avoid trapping potentially dangerous fumes. Always store No-Spill in a well ventilated place.

No-Spill is a TEMPORARY container for trapping small amounts of fuel for short periods of time. NEVER leave fuel stored in No-Spill, as it is not an approved fuel storage container.

Always follow directions for use, including the removal of black top cap while fueling to allow the bottle to ventilate.

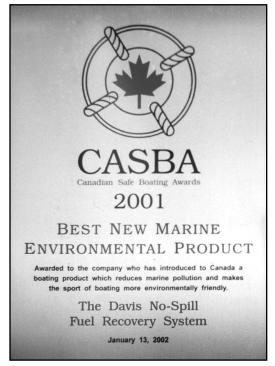
If there is any doubt about No-Spill's adhesion to the hull, it is a good idea to have someone hold the bottle in place while fueling.

DISCHARGE OF OIL PROHIBITED

The Federal Water Pollution Control Act prohibits the discharge of oil or oily waste into or upon the navigable waters of the United States, or the waters of the contiguous zone, or which may affect natural resources belonging to, appertaining to, or under the exclusive management authority of the United States. If such discharge causes a film or discoloration of the surface of the water or causes a sludge or emulsion beneath the surface of the water, violators are subject to substantial civil penalties and/or criminal sanctions including fines and imprisonment.



No-Spill granted Clean Boating Partnership approval by Florida Environmental Protection Agency in 2004.



No-Spill received the 2001 "Best New Marine Environmental Product" award from the Canadian Safe Boating Association.

REPLACEMENT PARTS

Contact your dealer or Davis Instruments to order.
R376A Black Top Cap
R376B Blue Sealing Cap (for back)