

2011- 2013

Clean Boating on Big Lake Communications Plan



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Cook Inletkeeper

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Introduction

In 2006, the state of Alaska listed Big Lake as impaired for petroleum hydrocarbons that exceeded state water quality standards. Monitoring in 2009 confirmed high levels of hydrocarbons in Big Lake, primarily in the vicinity of high use areas (private marinas and public boat launches). 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. Through 2010/2011 the community of Big Lake developed an Action Plan for reducing pollution in Big Lake through outreach and education. Using items outlined in the Big Lake Action Plan, this communications plan will focus efforts to engage the community in clean boating activities aimed at reducing pollution in Big Lake and removing the impaired status.

Objectives: 2012-2013

1. Increase community awareness of pollution problems and the “Fuel Out-Fish On!” message in Big Lake and engage community leadership;
2. Provide individual boaters with the knowledge and tools they need for pollution prevention;
3. Build awareness and participation among business owners and operators about pollution prevention opportunities and the “Fuel Out-Fish On!” message in Big Lake; and,
4. Educate campground hosts on pollution prevention tips and increase outreach to boaters at public boat launches.

The following communications plan is intended to provide direction to community leaders, organizations, and others wishing to work towards these objectives to ultimately reduce pollution in Big Lake. This is a *living document*, and so changes are encouraged and necessary as the project moves forward. The most updated version can be found online at:

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

Talking Points

Common talking points are helpful to guide outreach activities to meet the objectives listed above. When talking about clean boating and pollution reduction in Big Lake, the following talking points may be useful:

- Big Lake is listed as polluted by the state for petroleum hydrocarbons – oils and fuels.
- The pollution in Big Lake can be clearly tied to heavy boating and personal water craft activities, especially during sunny days when many people are out on the water.
- Every boater and PWC user can do something to help reduce the amount of fuel and oil in Big Lake.
- Using absorbent pads and bilge pillows is an easy and effective way to do your part.

- Pollution from oils and fuels is harmful for fish and other life in the lake, and can be harmful to people as well. By protecting Big Lake from hydrocarbon pollution we can protect the fish and other life that live in the lake and ensure clean water for our families!

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Current Boating Resources

In 2011, Cook Inletkeeper staff worked with the Big Lake Water Quality Workgroup, community members, and local businesses to better understand the current boating and outreach resources in and around Big Lake.

Marinas

Burkeshore Marina
South Port Marina
Shilanski Marina
Dave's Marina and Espresso

Boat Launches

Burkeshore Marina
South Port Marina
North Shore Recreation Area
South Shore Recreation Area
Borough Launch site

Fuel

Burkeshore Marina
South Port Marina
Big Lake Tesoro

Boat Maintenance and Repair

Burkeshore Marina
South Port Marina
Marks Big Lake Repair
NAPA
Haggard Boat Storage and Repair

Boating Supplies

Burkeshore Marina
South Port Marina
NAPA
Arctic Cat
Wasilla and Anchorage

Community Organizations & Outreach Venues

Big Lake Chamber of Commerce
Big Lake Community Council & Marketing Committee
Marine Dealers Association
Big Lake Lions Club
Big Lake Trails
Sailing Club
Post Office
Library
Steve's Food Boy
Laundromat
Wasilla gas stations
Wasilla boat shops
School teachers

Media Outlets

The Frontiersman
FlatLake.com
Anchorage Daily News
Ina Mueller's supper club newsletter
Tundra Ben's email list
AK Outdoors Forum
Local radio stations (FILL IN HERE!)
Wednesday Big Lake Section of the Daily News (?)
State Parks Big Lake website
Cook Inletkeeper website
Facebook page?

2012-2013 Tasks

The tables below, organized by each of the 4 project objectives, outline tasks that should be accomplished in order to meet the goal of reducing hydrocarbon pollution in Big Lake over the next 2 years. All tasks must be accompanied by a timeline, a funding source when available, and the primary people responsible for the completion of the task. The resources listed above, as well as the project talking points and overall goal should be kept in mind through the development of all tasks and updates to this document.

Objective 1. Increase community awareness of pollution problems and the “Fuel Out-Fish On!” message in Big Lake and engage community leadership

Task Description	Who	Timeline	Funding Source
Spring op-ed or blog pieces to all media outlets	Community leadership	May, June, and August 2012 & 2013	In-Kind
Spring presentation to the Community Council	Rachel & community leadership	April or May meeting	ACWA FY12 and FY13
Contact Community Council Marketing Committee	Rachel & community leadership	Spring 2012	ACWA FY12
Spring clean boating presentations to community organizations	Catherine & community leadership	Spring 2012 and 2013	ACWA FY12 and FY13 and in-kind
Clean Boating booth at the Anchors’ Aweigh Boat Show in Anchorage (see O.2)	Rachel & volunteers	February 2012	Cook Inletkeeper
Develop and distribute clean boating stickers to individuals, organizations, and businesses to increase visibility	Rachel & community leadership	Winter/Spring 2012	ACWA FY12
Develop Facebook page for area-wide clean boating outreach	Not Identified	Not Identified	Not Identified
Develop and send lakeshore stewardship/clean boating packets to all landowners along Big Lake	Not Identified	Not Identified	Not Identified
Engage K-12 in clean boating and water quality	Not Identified	Not Identified	Not Identified

Objective 2. Provide individual boaters with the knowledge and tools they need for pollution prevention

Task Description	Who	Timeline	Funding Source
Develop & implement Launch Host Program, distributing clean boating kits to boaters and public boat launches	Catherine & community volunteers	Development winter 2012/2013, implemented beginning May 2012 through Labor Day in 2012 and 2013	ACWA FY12 and FY13
Clean Boating booth at the Anchors' Aweigh Boat Show in Anchorage (see O.1)	Rachel & volunteers	February 2012	Cook Inletkeeper
Empower local businesses to encourage and provide clean boating materials to customers (see O.3)	Rachel & community leaders	Spring 2012	ACWA FY12 and FY13
Put up laminated clean boating posters at outreach locations (see O.3)	Rachel & community leaders	Spring 2012	ACWA FY12 and FY13

Objective 3. Build awareness and participation among business owners and operators about pollution prevention opportunities and the “Fuel Out-Fish On!” message in Big Lake

Task Description	Who	Timeline	Funding Source
Develop clean boating outreach packets for distribution to local businesses	Rachel	Winter 2012	ACWA FY12
Empower local businesses to encourage and provide clean boating materials to customers, including sale of absorbent pads	Rachel & community leaders	Spring 2012	ACWA FY12 and FY13
Meet with gas attendants at marinas with fueling capacity and provide absorbents as needed	Rachel & community leaders	May 2012 and 2013	ACWA FY12 and FY13
Put up laminated clean boating posters at outreach locations	Rachel & community leaders	Spring 2012	ACWA FY12 and FY13
Continue working towards Clean Harbor certification at private marina(s)	Rachel & marina staff	2012 and 2013	ACWA FY12 and Cook Inletkeeper
Meet with boat repair shops to discuss alternatives/clean engine testing procedures and clean boating outreach to customers	Rachel	Spring 2012	ACWA FY12

Objective 4. Educate campground hosts on pollution prevention tips and increase outreach to boaters at public boat launches

Task Description	Who	Timeline	Funding Source
Meet with campground hosts to review launch host program and train on clean boating outreach	Catherine, Holly?	Spring 2012 and 2013	ACWA FY12 and FY13
Increase spill response capacity at public launch ramps	Not Identified	Not Identified	Not Identified
Maintain campground bulletin boards with clean boating information	Not Identified (State Parks buy-in)	Not Identified	Not Identified

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For More Information

If you would like to help with efforts to reduce pollution in Big Lake, please let us know! You can contact any of the project heads listed below to be added to an email list and contacted with volunteer opportunities!

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COMMUNITY CONTACT TO LIST HERE?