

Submitted by: New Jersey CVA Steering Committee

The NJ CVA program is administered through a steering committee with participants from several public and private entities, each with a specific role. The New Jersey Division of Fish and Wildlife is responsible for CVA program guidance, grants management, and information and education activities. The Division of Coastal Engineering prepares the necessary contract forms and conducts a final inspection of pumpout installations before invoicing the State for reimbursement. The Marine Trades Association of New Jersey receives pumpout and operation and maintenance applications and checks for their completeness before forwarding them to the full committee for consideration. The New Jersey Marine Science Consortium/ New Jersey Sea Grant (NJMSC/NJSG) chairs and coordinates all steering committee activities.

The steering committee generally meets once a month to discuss pumpout applications, the status of contracts, budget and funding issues, information and education, and program guidance. This committee has approved the expenditure of over 6 million dollars in federal and state funding for pumpout construction projects and information and education initiatives.

Pumpouts

Since the passage of the Clean Vessel Act in 1992, the New Jersey Clean Vessel Act Program has provided over 3 million dollars in federal funding and 1 million dollars in state funding to install 249 pumpout units at marinas and purchase six pumpout boats for public and private organizations. Up to \$150,000 dollars for the Clean Vessel Act state match requirement are provided annually from a portion of the proceeds generated from the sale of "Shore Protection" license plates.



These units and boats have played an integral part in the protection of New Jersey's marine estuaries from discharge of vessel generated waste. For example, in 1998 the Manasquan and Shark Rivers were designated as New Jersey's first "No Discharge" zones for boat sewage. Based upon United States Environmental Protection Agency vessel usage formulas, both rivers have an adequate supply of pumpout facilities to accommodate all boaters using the areas. This protection was a direct result of the funding provided through the Clean Vessel Act.

Pumpout Boats



The integration of pumpout facilities and public education is best seen in the deployment of pumpout boats funded by the NJ CVA program with monies from the Clean Vessel Act. The first pumpout boat, "The Circle of Life", was dedicated on May 22, 1998. The boat was named following an essay contest with students from Seaside Park Borough School in Ocean County New Jersey. Since that time five additional boats, three in Ocean County, one in Monmouth County, and one at a private marina, have been purchased and deployed with the assistance of the NJ CVA program. In addition to pumping nearly 100,000

gallons of sewage from recreational vessels annually, the captains of these boats distribute literature and fact sheets to educate boaters about the NJ CVA program, the environmental impacts of boat sewage, and the need to properly handle and dispose of vessel generated waste.



In 2008, to celebrate the tenth anniversary of its successful pumpout boat program, Ocean County added a fourth boat, the “Water Warrior,” to its pumpout fleet. Ocean County again used a boat naming contest to encourage public participation and increase awareness of its pumpout boat program.

Information and Education

The education and information component of the NJ CVA program has used a multi-tier approach to public outreach designed to increase boater awareness of the environmental sensitivity of coastal waters, educate the boating community on the proper handling and disposal of boat sewage, and effect a change in boater behavior related to waste generation through the development of a conservation ethic. The primary responsibility for information and education activities lies with the New Jersey Division of Fish and Wildlife, however; the NJMSC/NJSG and MTA/NJ provide significant support to NJ CVA outreach activities. The NJ CVA program has used a variety of means to educate the boating community on the causes and effects of pollution and methods to prevent it. Some of the media used are:

Pumpout Station Guide



The main purpose of the NJ CVA Boaters Pumpout Guide is to provide boaters with a directory of operating pumpout stations throughout New Jersey, and to remind boaters of the importance of using pumpout stations to safely dispose of boat sewage. The directory includes names of marinas with pumpout systems and municipalities with pumpout boats, pertinent marina / pumpout boat contact information, hours of operation, water body served by the pumpout, latitude and longitude coordinates for marinas, and the maximum size of boats the marina can handle.

The current directory is in a waterproof map format instead of the previously produced paper brochure, which makes it more durable and easier for boaters to use. The directory was produced under contract with Rutgers University’s Center for Spatial Analysis who produced the map on computer disc based on the information provided by the CVA program. All information was reviewed by the Clean Vessel Act Steering Committee before final printing.

Distribution of the map is to marinas with CVA pumpout facilities (for direct distribution to boaters), at boat shows where the CVA program exhibits, through the MTA/NJ and NJMSC/NJSG, boating supply retailers, tackle shops, turnpike and interstate information centers, boater classes and the Coast Guard Auxiliary flotillas, and upon request.

In addition, an online interactive mapping website was created that boaters can use to find pumpouts. This Interactive Map Server or IMS allows any user with an Internet connection to view and create a customized map. Users can zoom in and out, toggle features on and off and query pumpout sites to find out more information.



Exhibits

The CVA Information and Education Program has greatly expanded the focus of its exhibiting at Boat Shows, Sporting Shows, Environmental Conferences, Division of Fish and Wildlife events and county fairs. The NJ CVA program attends between 8- 10 events annually and uses a large portable display that is regularly updated.

Locations of Clean Vessel Act exhibits include but are not limited to: the Atlantic City Boat Show, Salt Water Fishing Expo, Wildwood Boat Show, NJ Conference of Mayors, Ocean Fun Days, Barnegat Bay Day, Delaware Bay Days, The New Jersey Boat Shows (Spring / Fall), the Garden State Outdoor Sportsmen's Show and the Division of Fish and Wildlife's Open House at the Pequest Trout Hatchery and Natural Resource Education Center. Information is also distributed at the New York Boat Show. A display is also set up and manned at many individual marinas and one-day environmental events.

Media Promotion

A public service announcement (PSA) was created and recorded on videotape and compact disc formats for television and radio in 1999 in partnership with the Harrington Group of Barnegat, NJ. An updated radio version on compact disc was created in 2001. The PSA's were distributed to 30 cable and television stations and 20 radio stations throughout New Jersey annually for several years, and were recognized with several awards including the Association of Conservation Information, the Vision Awards, The Communicator, and a Technical Achievement Award.

Newspaper advertisements were developed to promote the Clean Vessel Act program. The Harrington Group of Barnegat, New Jersey was contracted to do layout and design and assist with placement of the ads in newspapers throughout New Jersey's coastal communities. Promotional advertisements are placed in local newspapers for the entire boating season and Labor Day weekends.

CVA was promoted on the New Jersey Fishing Show, which was the first show of its kind in New Jersey. The program was an action based fishing program covering different species, natural history information, fishing gear and cooking. The program aired CVA public service announcements three times during each show, provided a link to the CVA website and announced New Jersey's Clean Vessel Act program as a presenting sponsor of the show. While the show has now gone off the air, more than 1.4 million Comcast network subscribers throughout New Jersey were reached through this show.

Publications

CVA information is included annually in the NJ Fish and Wildlife Digest Marine Issue. Several hundred thousand copies of the Digest are distributed to boaters, anglers and the general public through marinas, bait and tackle shops as well as Fish and Wildlife offices.

The CVA program partners with the MTA/NJ annually to include the CVA Pumpout Station Directory information in their Boaters Directory.



The CVA program takes out a 3-page chart book advertisement every 2 years with Maptech Inc. The advertisement contains information about New Jersey's Clean Vessel Act program, as well as the entire list of operating marina pumpout stations and pumpout boats in NJ.

200 kiosks have been distributed to marinas for public display of CVA materials.

Approximately 500 Pumpout Station location signs have been produced for distribution to marinas.

A boater registration insert with information about the Clean Vessel Act program was produced and is distributed through the NJ Division of Motor Vehicles; 250,000 of these inserts were produced.

A brochure for marina owners interested in the CVA program was produced. The brochure includes information encouraging marina owners to install a pumpout, as well as a list of pumpout station manufacturers.

A 6" X 9" full color map showing locations of pumpout stations in the New York / New Jersey Harbor Estuary was produced in 2010 in partnership with "Going Coastal." 10,000 copies were produced for distribution.

CVA information is published in the New Jersey Boater's Ramp Guide. The guide can also be accessed at njboatramps.org.

Conclusion

The NJ CVA Program, since the Program inception, has demonstrated excellence in accomplishments through partnerships, innovative approaches and thoughtful planning. This State Program clearly serves as an example to other CVA funds recipients nationwide and without a doubt merits the SOBA State Clean Vessel Act (CVA) Program Excellence award.