



Michigan Clean Marina Program Strategic Plan 2014-2018

In July 2014 the Michigan Clean Marina Foundation led a strategic planning retreat. At the event, retreat participants developed a list of strengths, weaknesses, opportunities and challenges, as well as a list of priority tasks to focus on in the next six months.

One objective of the retreat was to engage those involved in the Clean Marina Program and stakeholders (e.g., marina operators and state government). Another key objective was to gather input about the Clean Marina Program to inform the development of a strategic plan.

Program Vision

A self-sustaining Clean Marina Program will support the implementation of best management practices at all public and private marinas in Michigan; and these facilities will be recognized as stewards of Michigan's coastal and Great Lakes resources. Water quality will be positively impacted through the Clean Marina Program to help ensure that Michigan's waterways are fishable, swimmable, drinkable and navigable.

Summary

There are many strengths of the Michigan Clean Marina Program, including first and foremost, the partnership between the Michigan Boating Industry Association, Michigan Sea Grant (Michigan State University and the University of Michigan), the Michigan Department of Environmental Quality, and public and private marina owners and operators. In addition, we are connected to the Great Lakes Clean Marina Network and the National Clean Marina effort.

The Michigan Clean Marina Program has many champions that are committed to reducing the impact of boating on natural resources. Our program focuses on education about best practices and as such, is well positioned to make the case that this is the right time to participate. Assets of the program include Clean Marina Specialists, our boots on the ground. Specialists provide direct support to marina operators to help ensure that operators achieve certification. In addition, a number of tools have been developed to support training and promote greater awareness about the program, such as the Clean Marina Classroom, the Clean Marina website and various publications and promotional materials.

Members of the Clean Marina Foundation and Operation Committee recognize that the Michigan Clean Marina Program is a good value, particularly in light of the number of insurance companies that offer discounts to certified facilities and the potential for cost savings by implementing various best practices. However, we also recognize the need to better communicate these benefits to a variety of target audiences.

The other area that the strategic planning group addressed was the need to engage more participants and keep participants involved from the point they sign the pledge to after they become certified and recertified. Our key objective is to close the current gaps in communication.

Strategic Goals, Objectives and Performance Measures

This strategic plan includes goals, objectives and performance measures designed to help direct our activities, realize tangible results and increase support that leads to a self-sustaining program.

Goals

- Identify support for resources to increase program participation from state agencies, foundations, corporations and a variety of businesses.
- Improve communication about the program internally and externally.
- Align program goals and objectives with other organizations, including but not limited to the Michigan Department of Environmental Quality Coastal Management Program and the National Oceanic and Atmospheric Administration.
- Improve awareness of the program to help establish an identifiable Michigan Clean Marina Program brand.

Objectives

- Provide more educational resources, specifically targeted for smaller marinas that need additional assistance with completing the steps to certification.
- Develop public outreach efforts and tools that promote the benefits of program participation (e.g., insurance discount) and better leverage existing communications resources.
- Align the Clean Marina brand with Pure Michigan campaign to help direct patrons to certified Clean Marina facilities.
- Strengthen affiliation with the national Clean Marina initiative.
- Strengthen the relationship with existing partners harbormasters; and identify partnerships with other businesses/industries.
- Sustain corporate sponsors (regional/national) to support certification costs.
- Institutionalize Clean Marina efforts into organizational plans. For example, both Sea Grant and the NOAA strategic plans include CM-specific priorities. Encourage MBIA, MDEQ, and MDNR develop specific goals and strategies to support CM efforts.
- Support ongoing program innovation (e.g., efficiency, cost-savings, new technologies, etc.) and evaluation.

Performance Measures

Annual Measures:

- Recruit **10-15 new marina participants** and ensure that all existing marina participants are recertified on schedule.
- A minimum of **10 marinas will complete the Clean Marina Classroom**, including recertified facilities.
- Continue to actively **apply for grant funding** to support program certification and education efforts annually.
- Encourage Clean Marina facilities to also show **Pure Michigan** designation and ensure that these facilities are listed on the Pure Michigan website annually.
- The Clean Marina Foundation will host **one public outreach event per year** with a legislative representative to increase awareness of the program; and the Clean Marina Operations Committee, in partnership with MBIA, will host public events (workshops, webinars) for marina operators focusing on both the benefits and requirements of participation.
- The Operations Committee will **review the certification materials** (checklists, binders, etc.) annually; consider what new components could enhance existing training and recruitment tools (e.g., BMPs, new videos, etc.); and collect information from checklists (e.g., LED lighting, solar, etc.) to highlight in the Clean Marina Newsletter.
- MBIA will continue to **distribute press releases** announcing new facilities and educational opportunities and partners (Sea Grant, MDEQ) will distribute this release to additional networks.
- **Marina Specialists and marina operators** will use a standard Clean Marina Certification Binder template to ensure that each certified facility is following consistent certification criteria.
- **The Clean Marina Foundation Board and Operations Committee** will consider ideas for supporting program innovation, and improvement including but not limited to:
 - Demonstration projects focusing on tangible and cost-effective methods to address challenging issues;
 - Securing expert speakers, offering new and different tips and techniques;
 - Communicating that specialists are here to help and provide support;
 - Improve coordinating Marina Specialists covering site visits; and
 - Identifying new program partners to offer services, such as shrink-wrap recyclers.

Short-term Measures:

- **Complete fiduciary paperwork** allowing the Clean Marina Foundation to manage grants and contracts by December 2014.
- **Develop a new, targeted publication that summarizes the steps to certification**, including information from the Clean Marina Classroom, by March 2015.
- **Develop new promotional publications** that highlight the benefits of participation by March 2015.
 - Address perceived costs vs. real costs and potential cost savings
 - Better communicate quantifiable, tangible economic benefits
- **Develop a plan by December 2015 to approach corporations and foundations** as Clean Marina Program sponsors, including determining the criteria for sponsorships (e.g., education, promotion, site visits, demonstration projects).
 - Reach out to Clean Corporate Citizens (~240) in Michigan through MDEQ partnership to help recruit sponsors.
- **MBIA will conduct a survey of MBIA members** in 2014-2014 targeted for facilities currently not participating in the Clean Marina program. Survey data will help collect the following information: existing knowledge about the Clean Marina Program, barriers to participation, possible motivations to participate and more.
- **MBIA will develop a Michigan Clean Marina Newsletter** to share information, increase awareness and foster a network of Clean Marina operators by December 2015 and distribute this 3-4 times per year. MDEQ and Sea Grant will contribute content annually.
- **Sea Grant will help develop a Clean Marina Certification Binder Template** by April 2015 and distribute to Clean Marina Specialists to use with all new and recertified facilities.
- **The Clean Marina Foundation** will consider the levels and criteria for program sponsorship by December 2015.

Long-term Measures:

- The Clean Marina Foundation Board will consider how they may **work with township and county officials** to help promote the Clean Marina brand and encourage more marina participation by February 2016.
- The Clean Marina Operations Committee will **consider how site visits and other operating procedures may be streamlined**.

- MDEQ, Sea Grant, MBIA and others may contribute newsletter content (e.g., waste management, energy reduction and emergency procedures, certification tips and the benefits of certification) to assist existing participants and help recruit new marinas.
- Clean Marina Program partners will **develop a Clean Marina Leadership Academy** for Marina Specialists and support training at the annual Recreational Boating Educational Conference, supported by MBIA, by December 2015.
- Focus more efforts on **energy efficiency** measures to reduce operating costs, **stormwater management** to protect water quality and **coastal resiliency** addressing hazards, in alignment with state and federal initiatives and plans.
- **Educate 1 million boaters** about the Clean Marina Program by 2018.
- Improve the **Clean Marina “sales” package**. MBIA and Michigan Sea Grant will collaborate more closely on program promotion, including addressing the following:
 - Update the CM media kit, with logos, draft advertisements
 - Order Clean Marina-branded hats and shirts (Lands End has CM logo file)
 - Develop new CM door labels (stickers) to help improve awareness at CM facilities
 - Communicate why training for marina staff is important for new and existing participants – promote the use of the CM Classroom
 - Develop new products to answer the question: “What can I get out of this program?”
 - Communicate to boaters what Clean Marina is and why they should seek one
 - Ask state government (DEQ and DNR) to help promote the Clean Marina Program through publications and web (e.g., Coastal Notes)
 - Contact media more regularly to pitch articles – using BMP case studies – early spring and mid-summer.
 - Leverage Social Media: (Twitter/Facebook)
 - Grow the Michigan CM page “likes”
 - Give MBIA access to our CM Facebook page
 - MBIA give us access to items (MSG and MBIA share info)
 - Ask marina participants for suggestions of BMPs
 - Post news releases and forward to federal government partners (e.g., NOAA)