

**Education and Information: What are the best tools and delivery mechanisms for educating the general public and your user group about boater safety, rules and regulations? Is there any additional information that the Marine Board should provide to the public?**

Online/App	Signs	Partnerships	Point of Sell (POS)	Handout Material	TV/Radio/Newspaper/Magazines	In the Field	Other Ideas
Info links so I can post to the Kayak Portland website, also participation in free clinic and info demos	Education boards at access point. Think of Oregon beach safety signs as examples of consistent and informative signage that communicates hazards and cautions.	4-H groups, partner with other organizations to man boats with extensive ? At Sat. Markets, county fairs, school assembly programs	Possibly from local stores that are selling the inflatable boats and kayaks to make them aware of the safety requirements.	Flyers, discussion from launch sites	Media (TV) outreach including commercials, news stories, and radio snippets on local radio.	Reasonable interaction with the public. I'm a veteran of the Coast Guard and found the best tool to be interacting with the public in a non punitive, purely educational manner.	Education at port of entry, life jacket loan for kids, info - how to interact with wildlife
Use the internet. It is a great tool	Signage, signage, signage.	Utilize existing non-profits, clubs, and site owners.	Paddle shops	Handouts at ramp	Maybe adds on the television or local radio stations.	In field outreach by officers	Video, School, infernal (couldn't figure out second word)
Internet reaches the most people and we all realize that. The difficulty is finding a mechanism to reach internet users. Maybe develop an email based list serve using purchases of both boat registrations and invasive species permit users.	There should be less sign trash at boat launches. There should be one sign stating the most important laws pertaining to boaters. For example, what you need to have with you. Lifejacket and who needs them, throwable device (who needs it), sound producing device, AIS permit, and what ever safety equipment is needed for their vessel.	Partnerships leveraging online availability of info, including Destination Marketing Organizations, NSIA, ODFW, OSP, FS.	Through stores and equipment vendors, or social media. Very low cost, that way additional fees dont need to be levied.	Maybe attend some of our meetings. have the regulations printed so you dont have to surf the internet for regs.the deadlines and closures are very ambiguous to me	TV public service ads	Having representatives around in busy usage days who can chat with people on a friendly basis to let them know about important public safety issues.	Offering public boat inspections. I would stress the Marine Board's primary concern is to help educate for safety. Most boaters avoid contact because they might end up getting in trouble or having to pay fees. I've talked to several boat owners that had no idea the boat inspection stations were free.
Email. Website. Provide late changing hazards to launches or in river...root balls, etc. after high water events.	Signs at small launches to remind people not to park in the areas where boaters need space to pull in to line up in order to back down the launch. A single car parked under the bridge at First Bridge on the Nestucca can make launching more interesting than necessary. Signs to remind people not to park cars in boat trailer spaces.	Have a presence at non-motorized boater events, such as those provided by OOPS, Kayak-Portland Meetup group, vendors, etc.	At physical locations where the public goes to pay for fees or permits or get similar info on other outdoor activities. Retail shops that sell water equipment and gear. Commercial rafting companies can help educate and make/give information to the public.	A printed version of all the water way specific rules of horse power restrictions, speed limits, etc... If I was able to keep this book in my pickup or boat like I do fishing regulations I would understand the rules of the water more.	Television, Radio	Provide marine sherrif patrols during the peak use hours which are typically 4pm to sunset.	Additional information - litter prevention education.
Email and RSS feeds; text messages	Signage	Paddling groups	Working with retailers and instructors and	Materials at launch points.	PSA on tv and radio	Scheduled on-site user education!	Rules and regulations as part of boat registration process.
E-mails to boating clubs	Posters at boat launches	Club newsletters	Boating stores	Inserts attached to permits	Possibly public service announcements on TV or radio.	The Marine Board is doing a very good job of educating and giving out useful information. More patrolling would be desirable because some folks down think they have to follow the rules. They need to be ticketed or fined.	Best practices friendly reminders
Publish a brochure and put it on your website. no additional info needed	Signs. Not many people will pick up a brochure, but if we can put up signage at the locations warning both users, it might help.	Among whitewater kayakers and rafters, word gets around pretty quickly. Alerting American Whitewater to any changes/notices or contacting members of the community (kayakers, rafters, retail establishments) who will then post in online forums.	Distributing information through the stores that sell equipment and guides/instructors is a good strategy.	Best sources for my type of use are clubs, print media (canoe & kayak, etc.) and industry related sources. educational materials at motorized launch sites regarding right of way and traffic related rules would be good.	PSA's on respecting paddlers rights.	County Sherrifs out there doing enforcement and education in the summer months. Our rivers, mostly in the summer, are full of dangerous people doing dangerous things. I fully support local law enforcement making their presence known. The LCCC requires helmets and PFDs on all club trips....and that people have the appropriate experience for the run they choose. Unfortunately that community enforcement must be done by law enforcement where no club has influence.	Doing a great job. Out of state kayakers, particularly sea kayakers are out of the loop.
Videos on YouTube about motorized a non-motorized boat safety. And how the boating rules affect each other.	Signs at the facilities	There are good Facebook groups. American whitewater is the gold standard	General public again at point of purchase and @ high use river access points.	In person (e.g., at boat ramps) or on-the-water distribution of information and enforcement.	Videos on local TV	Outreach at specific locations where 'novices' boat	Keep info brief and simple
The current on-line information and training for non-motorized boaters is effective. However, more information and improved outreach about the potential presence and limitations of many non-motorized craft should be made available to other boaters and perhaps be part of their mandatory training or skills exam.	Posting info at ramps.	Paddling clubs and shops are generally pretty good at this, and can serve as the mechanisms for distributing information. On some rivers, best practices around flyfishermen (for canoes and kayaks) and best practices around paddlers (for flyfishermen) is the main relationship challenge between river users, but is generally amiable most of the time.	Outreach to stores that sell boats. Provide info with any boat purchase.	The best tools and delivery mechanisms for educating the general public and my user group is the existing commercial providers of boater education. The only information that the Marine Board should be providing to the Public about River Running is to get properly trained prior to embarking. Government should not be involved in private enterprise (training). A single publication with all rules and regulations should be available to the public for a Small fee.	Tuesday Outdoor section of the Register Guard newspaper	Volunteers from above groups at put-ins to remind/educate....Use law enforcement for enforcement, not education	Provide public with easy access to understand etiquette and rules of the road, and sure understanding that its the law, they are responsible for following safety rules at all times, and there are consequences for non-compliance. we need to be careful to use lights at all times that they might be required. I've seen in other states "stations" by the launching areas where child-size PFDs are available to borrow. I don't know about cost, but if it increases safety awareness about kids-near-water, it is a good thing.

Web sites	Signs at the boat ramps,	Clubs work well	Postings at local paddling shops,	Point of purchase information.	Press releases	Put-ins is 'first contact' for many people	Boater rights etc.
Websites	Good, easy to read and understand signage.	Boating organizations. eg: American Whitewater.	Information at retail outlets like bi-mart.	Flyers/handbooks at boat dealers & sporting goods locations, advertising in local fishing magazines/websites/	I heard about the Non-Motorized Advisory Committee meeting in June 11 in the Tillamook Headlight Herald. That seems like a good source to get the word out.	Volunteer group trained by OSMB/LE at put-ins ...1) Hazard and safety info; 2) Other info – how far, where next put-in/out	Public meetings. The Invasive Aquatic Species permit requirements are still not known to all boaters.
Possibly a flyer made available on-site.	Once boaters (motorized) have acquired their Oregon Boater Card, I think the only way to disseminate information is via passive signage or with inserts to registration materials. We do educational and teaching sessions for anyone interested in learning to row at our facility. Since rowing shells are not necessarily required to have the same equipment as other non-motorized boats (since we have a safety launch boat that accompanies us), signage at the point of entry to remind other non-motorized boaters of safety equipment would be good to have.	Whitewater kayakers should maintain the bodies of knowledge, expertise, and culture of "informing our own". Other groups often fail to have the full context to educate whitewater kayakers in a useful way. Groups like American Whitewater should be deferred to in these instances.	Stores and outfitters are a good second.	A map of access points would be helpful	Bend Bulletin – Local paper – partner	On-water	I'm not sure. Perhaps just reminding power boaters and PWC users about laws/fines, particularly for speeding, not observing no-wake areas, and operating a watercraft under the influence of alcohol/drugs.
Social media directing us to a well developed website.	Signage	clubs and AWW, ACA etc. are really good w/ the white water kayaking community, esp. for hard shell boaters	Shops	Info boards and handouts could help at heavy use areas, but are expensive and often ignored.	Post articles in local media on key education issues	LE has responsibility to educate non-motorized ...1) Provide lots of information regarding safety; 2) Kayakers with no lights – have a light no matter what	Alcohol and motor boating
A viable website with opportunity for communication both ways is adequate	Signs can help, but as a kayaker, I often use pretty random spots to get to the river, which means that I might not see signs.	It is useful to engage with boating clubs but many of their members are among the most educated. You need to target individuals who are not actively seeking out education on their own (by networking with their local club).	Already offerings by shops etc. on safety/education – training – people taking these aren't the problem...How do you target 1-2 day users?	Access maps	Local paper		Transparency into reasons for things like surveys and sign in logs. Communicate how these benefit boaters
A phone app, put location on back side of invasive species permit	Kiosk/Bulletin Boards at Putin - but they need to be CURRENT. Old stuff on them = people stop paying attention, which can be deadly when it comes to strainers.	Work through established organizations like clubs and non-profits, both motorized and non motorized. Share also with fishing groups and marinas.	More collaboration with shops, etc. to expand outreach/education	Work with ODFW to put information in Fishing Regulation book			While getting out yearly permits it would be nice to know of any up dates of the rules and regulations
Web sites and user groups. Get ride of this ridiculous invasive species tag.	Signage at access points.	I see no needs here, as most of these issues are handled directly within the community. As needed, working directly with advocacy groups like American Whitewater is the best way to reach this community	Historic kayaker would take a class – but now so cheap there is a breakdown in education – Point of Sale	Coloring book for kids on water safety – get into schools			Add requirements to AIS permit – at least to go to OSMB website
Website	Public access points	Boating clubs	Go to stores that sale boats to educate them on sharing brochures/safety with buyer. Not sure on effectiveness	Combine education safety with access information in a book (like OSMB handbook)			Bought kayak used – did not know about AIS or whistle requirement – if information at access, it would help
With the new internet chat sites maybe adds there or a way for the public to obtain information from the internet, especially from one location. When public goes to Boaterpass or OregonStateMarineBoard they can get information about both from either one.	Signs	Presentations at local club meetings, announcements through national organizations such as American Whitewater,	Retailer	Well-designed handouts			Where does a kayak/canoer go to get information on what they need? ... It is on the OSMB webpage
Smart phones. OSMB needs to offer an App for Droid and iPhones.	Posting the traffic pattern and safety information at various launch points is a good idea. I'm not sure if this is currently done.	Support for formal educational programs, such as the American Canoe Association whitewater and sea kayak programs, would be desirable. The groups which sponsor the programs are non-profits (e.g. ACA, some clubs), but many courses are only taught via commercial venues and are too expensive. The expense is a deterrent to getting more people involved in formal education.	Point of Sale areas have regulation book available	Paper vs. online – generational issue			What would you teach in a brochure? ...Messaging: I bought a kayak, I need a whistle, but doesn't tell/teach how to use boat
Web based/Internet. Many chat rooms/facebook forums for meeting others to paddle with. Use those to spread information.	Simplify rules or make a primer that can be easily read and understood and post widely, on bulletin boards or points of water entry.	Distribute information to local clubs like the Oregon Kayak and Canoe Club and Lower Columbia Canoe Club.	Point of Sale package deal (i.e. PFD, Boat, AIS, whistle)	Paper vs. web ... 1) Paper as trigger to visit web; 2) Age preferences			Does OSMB have an app? Should be resource that has something

Social media feeds pushing content to users.	Posters of different water craft and the standard courtesies that should be extended between them, including suggested traffic patterns and being visible to other traffic. Put these up at boat launch ramps.	My best source of education is my canoe club, the Lower Columbia Canoe Club. It has a list-serv that dispenses information to members.	Require liveries to have dockside check list for non-motorized (similar to motorized check list)	Tryon State Park model – info. boxes with maps etc. – non-motorized specific			Radio announcement – get highway notices of accidents, etc. Could there be something similar?...OSMB is experimenting with text messages – opt in
Education and Information can be available on online	Signage at ramps with QR codes to safety information	Local clubs suffice	Need better information to those buying at big box stores, etc. boaters	Laminated take ‘n’ return maps			Schools – get kids when they are young
Developing an email based sign up (subscription service) for sending out notices would probably be the most effective. I support the Marine Board in notifying the public of hazards in the water, and also posting notices at the input and takeout landings would be very helpful.	Signs at launch sites regarding importance of PFD use, and wearing of immersion protection on cold water are minimal responses of low cost which could save lives.	Establish connections with the whitewater boating community and associated retail support outlets. This is a fairly close knit community with a high degree of connectivity and we tend to work hard to self police on best practices as well as natural (and unnatural) safety conditions.	Packet of info goes with purchase at ‘general retailer’ as well as REI etc., ...Include eco-friendly/live gently info	Maps with hazard icons – only if they are kept current and hazard or marker is visible			Statewide call in for strainer and know help/mitigation will happen
Internet is obviously a good way too - perhaps via. local groups, AW, ACA.	Signs at the access points.	Clubs such as OKCC and LCCC	A retailer feels he wants more info to tell customers ‘Why’	Continue providing print material			PR needed for AIS and why is non-motorized tag more than registration 1) Get AIS brochures to seller so they can advocate for AIS tags; 2) More/better info about tag transferability; 3) Calendar vs. purchase year
Internet! Social Media, dedicated web sites.	Signs near popular runs.	Word can also go out through clubs (LCCC, OKCC, WKCC).	Packet of info given at time of purchase – all purchasers	Chamber of Commerce local maps			AIS tag with punched date
I think a centralized website is the easiest thing.	Boards at launch sites.	Outreach presentations at paddling events.	The Costco, Walmart boater do not get the knowledge to boat safe				Look at the ATV Hands-On Program for kids
Right now, I get most of my information through the paddling community, often involving online forums or facebook.	I think signs at the put ins for invasive species permits, reminders to share the water, reminders that drinking, drugs and boating don’t mix, reminder your PFD on the floor of the boat won’t help you (ever tried to put a PFD on on the water? Define “No wake” zone, remind folks to schlep their garbage in and out, list river patrol phone numbers so folks don’t start with 911 if they don’t need to.....listing hazards like wing dams or sunken objects, swift current might help the novices, (at Chinook Landing this guy actually dove in after his pole and drowned), list water temperatures and recommend immersion wear.....right of way,	I think the local clubs and paddling shops do a great job of education for those interested in becoming paddlers. I don’t think the Marine board needs to worry about this. As for regs, the invasive species work you do is great—keep that up.	Vendors should have a responsibility to give education information to boaters				AIS tag is a captive audience...1) Add safety bits to brochure; 2) Sign off that info has been read before getting AIS; 3) Info on resources – “you need to know this...”
Online	On site signage	Outreach to clubs	Costco/Fred Meyers – standard for water use on boats – Standard of safety – see if they can disseminate equipment/safety info. (include air bladder info)				Need AIS information to go with permit – educate why the permit
Email, information regarding rules and regulations for all users. Hope they read it.	Have signage at popular river access points.	User groups or clubs are the best conduit for delivering safety information.	Non-motorized easier to get into, but no knowledge of skills, have education to new boaters at Point of Sale... 1) How do you use boat once purchased; 2) Families – having reasonable expectations of what to expect before getting out there				Outreach to schools with non-motorized education
Facebook, Facebook, Facebook. It’s easy to use. And every one is on it.	The Posting fliers already on site are great at the designated launches	Paddling clubs like LCCC and OKCC	Safety/Ed from retail shop – 1st point of reference				Ocean kayaking information
Because whitewater kayaking is a dispersed recreational activity for the most part, information spreads largely by word of mouth and social media.	Kiosks at the waterway is best. Blunt language is needed for people to understand. A poster with all legal requirements for private craft should be at every boating access in the state.	For the whitewater community, work with the local clubs and their listservers. Many of us communicate through various Yahoo groups. But stay relevant and interesting, or your messages will likely be ignored.	Use video as mode of education...Right place (P.O.S.) interesting				Hub for boating safety information
AW site - your website	Signage at boatramps of requirements.	Club news letters	Retail package for promoting safety/explaining rules				Education on how to handle such waste, bio-waste-sewage on different bodies of water
Email or website information would be best.	Simple signage—not long complicated signs with paragraphs of text. Note for example the simplicity of the Wearit campaign.	Created Deschutes River Guide – Partnership with business and non-profit					Educate LE on different non-motorized users, approach and needs

Online and listservs.	For the general public, I think signs at places where people put boats in the river are a good means of education and informing the public	Bend Park & Rec. great partner for outreach and information					Make sure those who are educated are trained properly
Internet, email	Probably posted on signs at water access points	Word-of mouth knowledge, clubs and experienced to new boaters					Proper training by certified trainers
Simple postings to private resources for recreation and training.	Signage at popular access points addressing general safety and hazards of that particular stretch of river.	Clubs other great resources					Marine Patrol needs training on how to rescue swamped canoe
Local Yahoo groups	Signs at access points.	Soggy Sneakers example of resource Marine Board could do					Offer Free Education – schools – make local relevant & interesting, interactive
Disseminate information via local whitewater boating forums like PDXKayaker, Professor Paddle, PNWWWhitewater, and PNW Kayaker.	I would prefer signs at launch areas.	Already offerings by clubs, etc. on safety/education – training – people taking these aren't the problem...How do you target 1-2 day users?					Radio usage procedure (education protocol)
Social media sites are used to organize wet events (meetup, facebook). People turn up knowing only what they are told by others joining the event. Get a basic web site of info sorted by use (tube, raft/boat ( serial number? paddles? ), kayak, canoe, SUP). Pass this on to event organizers. It should them they could get a ticket for not having a PFD) whistle or maybe for having an open container and paddles.	Postings at river access points are probably the only way you will reach my population.	More collaboration with clubs, etc. to expand outreach/education					Tidal information
Online	More water signage	Partnerships – utilize clubs, organizations etc. – Lake Ewauna's clubhouse and website – link to information					Signage at AIS stations when closed so they can educate themselves
Emails with links on boating user groups or other email lists that can be subscribed to like flashalert.net	Signage and funding – Hazard information needed	Partner with other agencies to add information – USFS tri-fold brochures					
Disseminating information to local email listservs, postings to local paddling group's Facebook pages: pdxkayaker@yahoogroups.org, eugenekayaker@yahoogroups.org, WKCC, OKCC, OCC, American Whitewater, Alder Creek, Next Adventure, PDXKayaker FB page, etc.	Signage at point of entry	Facilitate partnerships different groups (liveries, expert, etc.) to education – youth as primary audience					
An e-mail list serve, or a solid, updated website.	Signage at access sites regarding what is involved on that section of river	WKCC posted OSMB link to down tree – did not know about OSMB web information until today – public needs to know about hazards					
Social media is a good outlet too along with short videos or photos that can be shared.	Kiosk at high use with staff at high use days	Need better communication between community					
Information at your website.	Kiosk on-site with QR code for up-to-date info	Link to each other – ready links – don't recreate					
Through the website	Newer paddlers may read signs, experienced may no ... Ramp signage – simple, big print, close to launch	Clubs for education are a good place to start					
We are in the internet age! We need basic safety info available online to novice paddlers. This could even include a test before they get their Invasive Species/ non-motorized boater permit. The Lake Tahoe Paddle Trail has a great invasive species test online as an example.	Signs showing suitable campsites visible from water (small tent sign)	Paddle fests – OSMB outreach to OR White Water Assoc.; OKCC; Shops (Alder Creek, Next Adventure, etc.); Trade shows – not just outdoors; Big Float; LCCC; PDX Kayaker Yahoo and other Yahoo groups; Clack Co. River Counsel; River Keepers (all); Schools					
The web, social media, OSMB outreach to local print media. Your FB page has 892 likes? Definitely need a stronger social media presence.	People do read signs at put-ins	Show up at Paddle Fests, club events... Get paddlers to know who OSMB is, that OSMB is a partner with non-motorized users					
Website. Post info and url on signs at access points, including regular boot ramps.	Interpretive kiosk specific to site	Jump in with clubs					
Websites for agencies that manage wildlands can also provide useful information.	Points of interest along a route...Same sign marks hazards, interests, etc.	Club safety events and meetings on-water training					
I belong to the Lower Columbia Canoe Club and the Oregon Kayak and Canoe Club. Both groups use standard ACA river signals and safety procedures. Both groups offer classes for members. Both groups encourage members to take whitewater safety classes by subsidizing class tuition. The Marine Board should supply e-information directly to club officers who can then distribute it club members.	Have an educational kiosks along areas	Continue to partner					

Check out PDKKayaker, EugeneKayaker, BendKayaker and other Yahoo user groups for reaching out to us.	Stewardship message on signs	Partner with ORGs to do safety clinics – free or cheap and visible!					
The biggest need for information on safety is to know about up to date information about what hazards are in the river just out of sight ahead of you. last year we went on a known "lazy" portion of the lower Santiam only to find two huge trees fell into the river weeks earlier which created a high speed, high danger rapid area that capsized our boats, and threw two people (one over 60 years old) into a dangerous snag. It was a life threatening situation that could have been easily avoided if there was a way to let us know what was in the river ahead of us. We also faced the risk of losing our sense of distance traveled because the river flows at such different rates on every trip. This creates the risk of getting caught in the dark that can be extremely dangerous. It would be great to have a website and smart phone app that we could carry with us in our waterproof smartphones (there are many waterproof cases available now) which could let us see where we are in the river (GPS that links with a googlemaps like views) along with listing of nearby amenities, hospitals, stores, etc. and also where people could leave messages about river speed and temperature, sewage spills, and especially about the specifics of dangers ahead (strainers and snags etc) maybe even complete with pictures. I think this type of up to date information would have caused us to plan our trip differently and could save lives.	Clackamas River for users has great signage: 1) PFD; 2) No Glass; 3) No Alcohol; 4) Trash	Partner with ORGs who do wet entry/exit and re-entry – particularly youth					
OSMB website linking to local resources	Standard signage at ramps for NM	Rules to post to organized group's – web sites/materials					
Web site	Signage for motorized and non-motorized users to educate others	Integrate with AWA or other larger clubs – links for information					
Use the internet. It is a great tool	Educate users – etiquette signage						
QR code	Show who had ROW rules through signage						
Website have safety document for printing for others to use to hand-out	Private access/mixed broken ownership – unclear what's what – need signage						
Important for technology based communication (i.e. websites, Twitter, Facebook) social media	Boat ramp etiquette needed – particularly to dredging community – signage to educate – enforcement presence						
Paddler central location for safety information, education, etc. – on-line	Partnerships with other agencies to help boaters						
Marine Board App for up-to-date river info	Kiosks, signs						
"Read about what you need to know before you get on this river" App	Good signage with carriage requirements... Alaska has good signage on docks (USCG)...Deschutes Guide Book has good information (BLM)						
Paddling.net App for launch sites... OSMB to promote clubs and other organizations to not re-invent info	Signs should be clear – simple – less is more						
Phone App...1) Search engine friendly; 2) Site specific QR code	Have signs of where you can go and be safe						
Some trip planning done online	Need information at access points						
QR reaches some but not all...1) Who has the equipment; 2) Rural may not have coverage	Information signage on tidal and winds at launch sites – info may be different depending on area and low tide vs. high tide						
Website – helpful – likes up to date information on construction	Uniform signage at all access points						
Digital user input website or user groups – hazard locations							
Electronic distribution: email, website, QR codes							
A 'App' for information							
Info/web links to environmental/water conditions at access points							
App on boating access							