

Going Coastal, Inc.

NYC Fishing Line Recycling Project #2007-008-009

National Fish and Wildlife Foundation Final Programmatic Report

Project Name and Number: NYC Fishing Line Recycling Project #2007-0088-009

Recipient Organization/Agency: Going Coastal, Inc.

Recipient Organization Web Address: <http://www.goingcoastal.org>

Date Submitted: February 27, 2009

1) Summary of Accomplishments

Over 200 miles of monofilament fishing line has been recycled in 2008 at 20 collection stations, due to the efforts of Going Coastal and our 22 partners and 30 volunteers. The program educated thousands of boaters and anglers in New York City about the negative impact of discarded fishing line in our coastal environment through 5000 promotional postcards, 5 marine debris workshops, 6 tabling events, and extensive outreach and information initiatives.

2) Project Activities & Results

Activities	Project Outputs	Post-Project Outcomes	Indicator	Base-	Predicted Value of Project Output	Predicted Value Post-Project Output	RESULT
1. Hire seasonal coordinator	Increase partnerships & volunteer networks that support the project	New partners and access to volunteer networks will help minimize in the amount of fishing line and marine debris escaping into the environment from recreational marinas	# of participating recycling sites & # of new partnerships developed	10	20	25	20 10
2. Establish Clean Marina Partnership	Foster communication and build consensus among stakeholders by working in partnership	Ensure long-term viability of project achievements of reducing fishing line and marine debris in New York Harbor	# of partners # recycling sites	10 0	20 25	20 25	22 20
3. Survey marinas to assess current practices	Establish baseline of practices and raise awareness of ways to prevent pollution coming from marinas.	Minimize the amount of old fishing line and marine debris entering the environment from marinas.	# marinas surveyed % decrease in amt. of debris from marinas	0 0	100 50%	100 75%	40 75% reduction at marinas in Network
4. Clean Marina brochures	Develop effective awareness and outreach to encourage broad participation.	Create a chain of environmentally friendly marinas along the coast of New York City.	# brochures # distribution sites	0 0	2000 200	2000 200	2000 200
5. Install fishing line recycling bins & monitor collection data	Promote adoption of best management practices to reduce waste	Minimize the amount of old fishing line and marine debris escaping from marinas into the environment and wildlife.	# marinas recycling # collection bins installed volume of fishing	0 0	12 25	25 40	7 20

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Activities & Results

A. Project Coordination

Partners

Partnerships were begun with action-oriented groups to broaden program outreach, disseminate information and encourage implementation of fishing line recycling at parks, piers and marinas.

1. New York Academy of Science*
2. NYC Parks Marina Division
3. NYC Parks' Urban Park Rangers*
4. Council on the Environment of NYC (CENYC)*
5. Gateway National Recreation Area (NPS)
6. NY Marine Trades Association
7. Fishing Line Radio*
8. BoatUS Foundation*
9. NY-NJ Harbor Estuary Program
10. US Coast Guard Auxiliary, NYC Units
11. U.S. Power Squadron
12. NYC Water Trail Association
13. New York State Dept. of Environmental Conservation
14. NYS Office of Parks, Recreation & Historic Preservation
15. NY-NJ Harbor Estuary Program
16. Partnerships for Parks
17. Hudson River Park Trust*
18. Red Hook Boaters*
19. West Marine*
20. Jamaica Baykeeper
21. Berkley Institute of Conservation, Pure Fishing*
22. CUNY Hunter Geography Department*



* New partners.

B. Monofilament Recycling Stations



The NYC Fishing Line Recycling Project established 20 new recycling stations at marinas, fishing piers and tackle shops. In addition, due to Going Coastal's efforts, fishing line recycling is now conducted at one-day fishing tournaments and community education events conducted by NYC DEC I Fish NY Program, which introduced urban residents to the sport of fishing, and CENYC Office of Recycling Outreach and Education, which promotes recycling and runs the largest farmers market in the country. At each collection location, either marina staff, park's personnel or volunteer monitors regularly check bins, ship spent line to the recycler and record data. At marinas, fishermen readily used the bins. Bait & Tackle Shops have been an overwhelming success. Most shops keep a shipping container behind the counter, in addition to a display unit, so that as line and spools are changed out, store personnel can easily place it in the recycling bin.

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- **Locations** 20 collection bins were installed during the project period and 5 additional sites have committed to establish programs in 2009. Only 7 are marinas. We had much more success working with Tackle Shops and NYC Park's fishing piers, than with marina operators. There were a number of reasons for this.



The lack of marina participants has been attributed largely to timing. As relationships were gradually established with marina operators, the boating/fishing season came to a close. Additionally, a concern among operators that they would not have the staffing resources to follow through with the program and that PVC bins would be hard to manage, succumbing to vandalism and graffiti. A few marina operators told us that their tenants did not fish that they catered to sailors, therefore the bins would be of little use.

To resolve these issues, we are working through the Clean Marina Partnership to certify and acknowledge "green" marinas that participate in recycling. We are also recruiting civic groups who will help steward collection bins at marinas and other locations.

Current recycling stations:

World Fair Marina, Brooklyn
Venice Marina, Brooklyn
Hammond Cove Marina, Bronx
Hudson River Club, Bronx
Hudson River Park, Manhattan
Bayside Marina, Queens
Pelham Bay Lagoons, Bronx
Pelham Bay Park, Bronx
Sheepshead Pier, Brooklyn
Valentino Pier, Brooklyn
Stella Maris, Brooklyn

Smitty's Fishing, Queens
Crossbay B&T, Queens
Great Kills B&T, Staten Island
Michael's B&T, State Island
Fisherman Depot, Queens
Biggie's B&T, Staten Island
Harlem B&T, Manhattan
I Fish NY Events (5 sites)
B&T/Marina, Bronx
Bernie's B&T, Brooklyn
Capital Fishing, Manhattan

- **Post-Project:** New sites expressing interest in installing collection bins in 2009 include Gantry State Park, Harlem Fishing Piers, Inwood Hill Park, Prospect Park and Van Cortlandt Park. In response to concerns of many sites that the standard PVC collection bins are unsuitable aesthetically and too bulky for the urban landscape, we have assembled smaller PVC bins, which can be painted and customized to specific sites.

Prior to our initiating the monofilament collection and recycling campaign, only the National Park Service hosted collection bins within the Gateway National Recreation Area. Beyond this, West Marine retailer and Central Parks' Harlem Meer, a popular freshwater fishing pond, previously recycled.

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C. Fishing Line Collection

- Over 200 miles of monofilament collected in 2008.
- 25 PVC recycling bins provided through a grant from the BoatUS Foundation Reel-In & Recycle Program. (NOTE: Budget Change: We anticipated purchasing supplies and signage to construct PVC pipe outdoor collection bins in our original budget. The bins and all signage were provided by BoatUS Foundation. This grant allowed us to budget for a much needed laptop computer to use in the field for GIS, monitoring and presentations.)
- 45 Indoor Collection displays and recycling shipping cartons were donated by Pure Fishing. Additional displays were shipped directly to retailers.
- Monitoring: We are working with BoatUS Foundation, which is establishing an online bin monitoring process, which will make sharing data collection much easier.
- The line is cleaned and packed in boxes that hold up to 50 pounds of line. Staff of the marinas and tackle shops and volunteers monitor the collection stations completing Monofilament Data Sheets (see attachments), whereby the quantity of monofilament found in the bin is recorded (1/4, 1/2, Full).
- Recycling: The used monofilament line is collected by partners, volunteer organizations, parks staff and retail stores and shipped to Pure Fishing America, the parent company of Berkley.

D. Outreach & Fishing Line Recycling Awareness Raising Activities

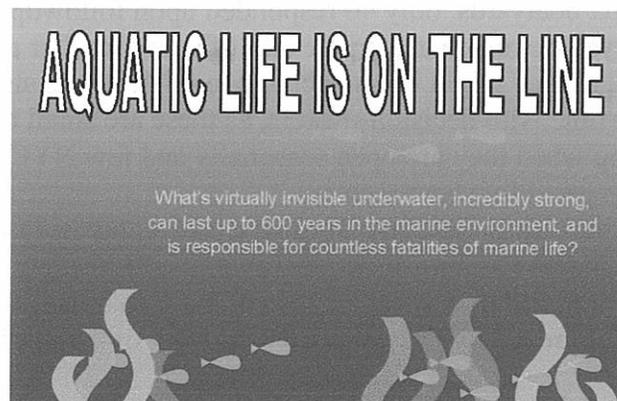
The Monofilament Fishing Line Recycling Network is established as an element of Going Coastal's Clean Marina Partnership, which promotes environmentally sound marina operation and Best Management Practices at boat clubs, marinas and boatyards.

- a) **40 Marinas Surveyed.** Going Coastal, in collaboration with the New York Academy of Sciences Harbor Project, undertook a survey in 2007 to identify and quantify the flows of specific contaminants from marina and boating operations into the NY Harbor. The project emphasized outreach and communication in order to encourage implementation of pollution prevention strategies for these contaminants.
- Interviews, one-on-one and by telephone or email, were conducted with 40 marinas & boat clubs in New York City. (NOTE: Surveys were mailed to a total of 100 marina/boatyards, only 40 responded upon followup). The main obstacle to our surveys was reluctance on the part of many smaller properties to participate, as they thought they might be subject to penalties. It was also difficult to schedule interview time with decision-makers, as these are small operations, very demanding when they are open seasonally and few NYC marinas are full-service operations providing boat repairs.
 - Fishing Line – only Gateway Marina, a NPS concession marina provided fishing line recycling at the time of our survey.
 - A key finding is that only about 15% of NYC marinas are on the WEB, therefore online tools are not effective in reaching most of the marinas.

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- b) **100 Fishermen Surveyed.** Anglers surveyed at the Jan. 2008 NY National Boat Show overwhelmingly declared their desire to recycle monofilament.
- 50% fish 5-10 days a month; 25% fish - 5 days; 25% 10+ days a month
 - 75% fish off a boat; 25% surf cast; 25% freshwater
 - 85% aware of environmental impact of monofilament fishing line
 - Only about 25% recycle line at the time of survey (Jan. '08 NY Boat Show)
 - Most convenient place to recycle line: #1 tackle shops #2 fishing piers #3 marinas
 - 95% of anglers support recycling line
 - 100% interested in obtaining more information about the Fishing Line Recycling Program
- c) **2000 Clean Marina Directories.** The design, printing and dissemination of a “Clean Marina Brochure” to promote adoption of measures to reduce waste and prevent pollution from recreational boaters and marinas, including waste management, recycling, pollution prevention, emergency contacts, and important resources. The information contained in the publication was obtained from numerous sources and its significance for inclusion in the brochure was determined during one-on-one interviews with marina operators and partnering organizations.
- d) **1000 Flyers.** At the start of the program, a simple promotional flyer was created to alert marinas and fishing clubs about the program.
- e) **5000 Monofilament Recycling Postcards.** In place of decals, which we had originally proposed to produce, we designed and distributed pocket postcards informing the public about the monofilament recycling program. Pocket postcards are distributed at 200 locations frequented by fishermen and recreational boaters, such as licensing offices, NYC Parks, NYSOPRHP, National Park Service Ranger Stations, Urban Park Rangers, fishing charter & party boats, fishing/boat supply retailers, boat clubs, marinas and bait & tackle shops. In addition, cards are distributed by USCG Auxiliary, US Power Squadron, NYPD Police Auxiliary and other boating organizations.



Monofilament Fishing Line!
Discarded fishing line is hazardous to everyone.

Reel In And Recycle!



Recycle your line in collection bins located at tackle shops, marinas, and fishing piers or request a container for your favorite fishing spot by emailing info@goingcoastal.org

Going Coastal Visit GOINGCOASTAL.ORG to learn about the program.



- f) **Web page** (<http://www.goingcoastal.org/fishingline.html>) The website serves as a tool to recruit marinas, explain the recycling program, engage volunteers, acknowledge partners and participating locations. All materials and monitor forms are available for download, including a “How to” fact sheet on assembling new bins.
- g) **Clean Marina Listserv** (www.goingcoastal.org/cleanmarina.htm) The social network listserv is designed to become a communications hub where users can post questions and exchange ideas and industry experts are invited to make presentations. It is too early to tell whether the listserv is a hit through web statistics. So many marinas are not wired or computer savvy, so the listserv is a tool mostly for larger properties. However, the overall information initiative (both the brochure and web listserv) has increased awareness among the target population and opened up a communications vehicle.
- h) **Workshops**
- A Power Point slide show was compiled for presentation at community workshops to make clear the need for monofilament recycling, by educating about the harmful effects of discarded fishing line in the marine environment to wildlife, people and boats. The presentation is also available online on the Going Coastal webpage dedicated to fishing line recycling.
 - Conducted 5 workshops for awareness raising and implementation of monofilament fishing line recycling, comprised of 73 participants, audience comprised of staff charged with implementing the project:
 - NYC Parks Marina Division (10)
 - CENYC (2)
 - NYC Parks Urban Rangers (50)
 - NYC DEC I Fish NY (6)
 - Hudson River Park Trust (5)

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i) **Community Outreach**

Outreach campaigns focused on creating partnerships and promoting stewardship through tabling at appropriate events, including the following:

- New York National Boat Show (took place for 20 days, both Jan. '08 & Dec. '08)
- I Fish NY events conducted weekly through the fishing season.
- CENYC Community Tabling weekly during summer months
- NYC City of Water Day
- NYC Waterfront Conference
- Nassau County & Toby Beach Boat Shows (NY Marine Trades Assn. table)

j) **Publicity**

- Press Release written and distributed to fishing columns and all regional fishing publications.
- WGBB 1240 AM radio interview on "Fishing Line" show - NY Metro Tri-State region's "Official Fishing Voice" airing Saturday afternoons reaching 6.2 million homes
- PSAs on WGBB 1240 AM radio "Fishing Line" Radio host, Rich Johnston promoted the recycling program on air during the 2008 fishing season and distributed pocket postcards at his popular booth at the regional Boat Shows.
- 1000 Email Blast alerted boat clubs, marinas, fishing clubs, government agencies and local civic and conservations groups about the program.

3) **Lessons Learned**

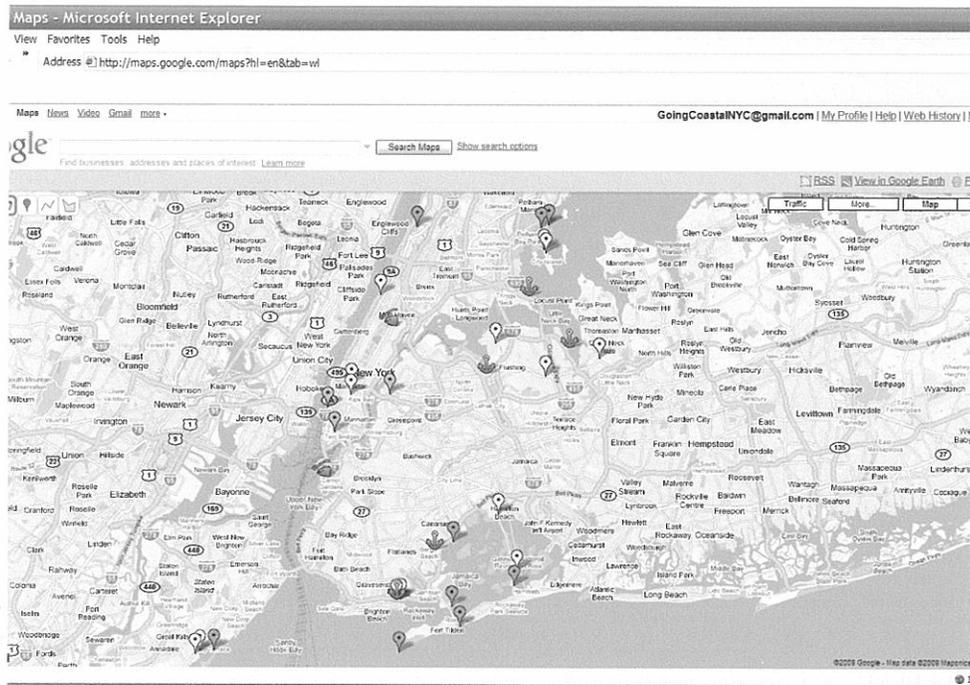
- a) **Support.** Boating and fishing community buy-in is a key element for project success. The first year of the program was very challenging because of the difficulty of working with marina owners. We have effectively engaged the NY Marine Trades Association and larger properties, nevertheless we are still having to reach out to smaller "mom & pop" facilities.
- b) **Communication.** One-on-one communication is essential to developing long-term relationships, garnering support, obtaining direct feedback and getting collection sites to network with one another, rather than viewing each other as competition. Hiring the project coordinator facilitated this. Early in the program, the coordinator was actually monitoring and servicing several collection stations each week, especially tackle shops, until the shops slowly came round to handling the shipping themselves.
- c) **Active Stewardship.** Engage civic, school and conservation groups as volunteer collection site stewards to ensure consistent bin monitoring and recordkeeping. For example, in places where there are limited staff and resources, we have paired nonprofit groups as stewards, such as the Red Hook Boaters kayak club which monitors and manages the collection bin at Valentino Fishing Pier.
- d) **Multi-Lingual** The program needs to speak the language of the target audience. Large numbers of non-English-speaking fishermen frequent NYC shores, Spanish, Russian, Cantonese and Korean-language materials and signage ought to be considered to further the efficacy of the program.
- e) **Continuity.** Plan for sustainability. The project is dependent on grants. We missed 2009 deadlines, yet try our best to carry on the project. Interest persists; more and more sites call us to install collection bins. So, our volunteers continue to distribute collection bins, postcards and to coordinate participation in the program.

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4) Dissemination

- a) **GIS** We created a Geographic Information System (GIS) data set of fishing line collection sites to track monofilament collection data available to project partners. BoatUS Foundation will incorporate our layers in their national map of collection centers.
- b) **Google Maps** We produced an interactive Google Map of recycling stations, which is publicly available, searchable online and updated instantly as new sites are installed. This map is readily available for project partners to link to their websites. The NYC Parks & Recreation Dept. website, with hundreds of thousands of weekly web visitors, is in the process of establishing a link.



- c) Project development takes time. It is our plan for the Clean Marina Partnership to facilitate the exchange of project experiences and results among participants.
- d) The Clean Marina Listserve is a mechanism for disseminating project results and lessons learned.
- e) Lessons learned are shared at stakeholder meetings, such as the NY-NJ Harbor Estuary Program Citizens Action Committee, where we are able to exchange information with the New Jersey monofilament recycling program coordinators.
- f) We continue to provide workshops & presentations, for example the organization of an after-school program to build and install custom PVC collection bins at Inwood Hill Park beginning in March 2009.

5) Project Documents

- a) Photo file
- b) Clean Marina Directory
- c) Postcard & Flyer
- d) Reel In & Recycle Slide Show
- e) Press Release

