



# STRATEGIC PLAN 2017-2022

POWER

PADDLE

SAIL

## EXPERIENCE OREGON'S WATERWAYS



[www.boatoregon.com](http://www.boatoregon.com)

LAKES

RIVERS

COASTLINE

# OREGON STATE MARINE BOARD



## 2017-2022 Strategic Plan

### Boating Safety Statutes:

#### *ORS 830.100 Boating Safety Policy*

It is the policy of this state to promote the safety for persons and property in and connected with the use, operation and equipment of boats and to promote uniformity of the laws related thereto.

#### *ORS 830.005*

“Boat” means every description of watercraft, including a seaplane on the water and not in flight, used or capable of being used as a means of transportation on the water, but does not include boathouses, floating homes, air mattresses, beach and water toys or single inner tubes.

## Goals of this plan

Enriching the recreational boating experience through reducing on-water conflict, enhancing collaboration, expanding boating access, and improving boater knowledge and proficiency.



# OREGON STATE MARINE BOARD



## Mission

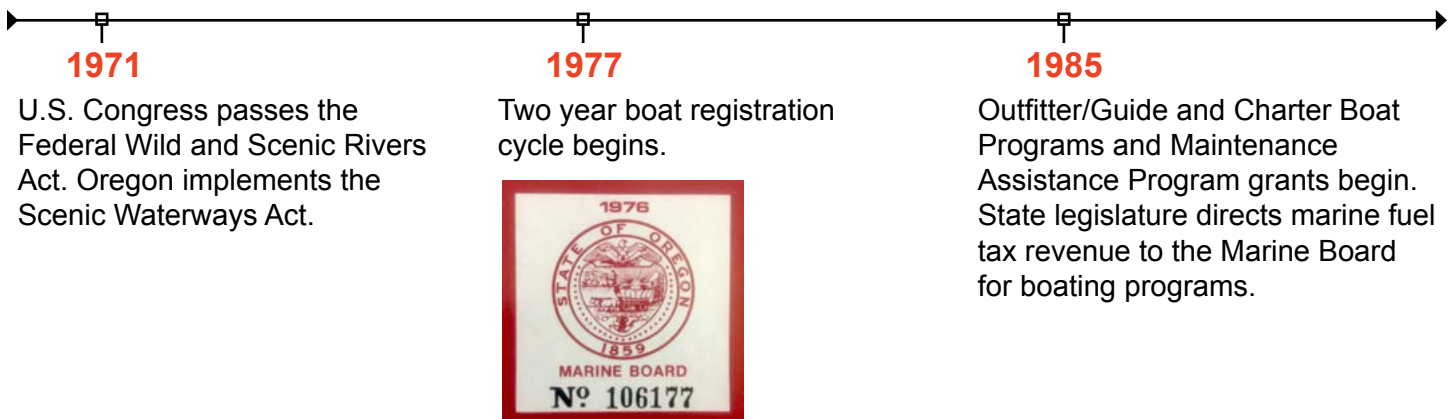
Serving Oregon's recreational boating public through education, enforcement, access and environmental stewardship for a safe and enjoyable experience.

## Vision

A collaborative community providing opportunities for all boaters to safely and respectfully experience Oregon's Waterways.

## Values

We value excellent customer service, safe experiences, education, communication, environmental stewardship, diverse and cohesive partnerships and responsible fiscal management.





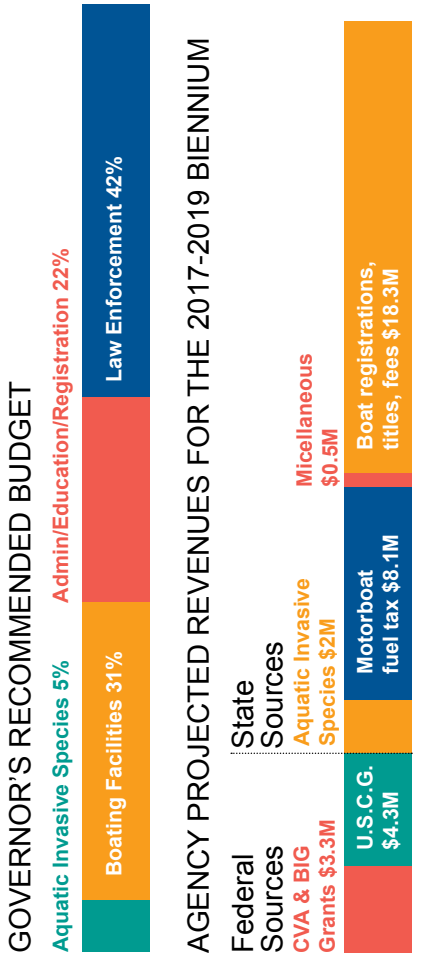
## BY THE NUMBERS

**\$35.5 million**

Agency projected revenues for the 2017-2019 biennium.

**\$33.9 million**

Governor's Recommended Budget.



## MARINE BOARD PROGRAMS



### REGISTRATION:

All motorized boats and sailboats 12 feet in length or greater are required to be registered with the Marine Board.

### OUTFITTER/GUIDE PROGRAM:

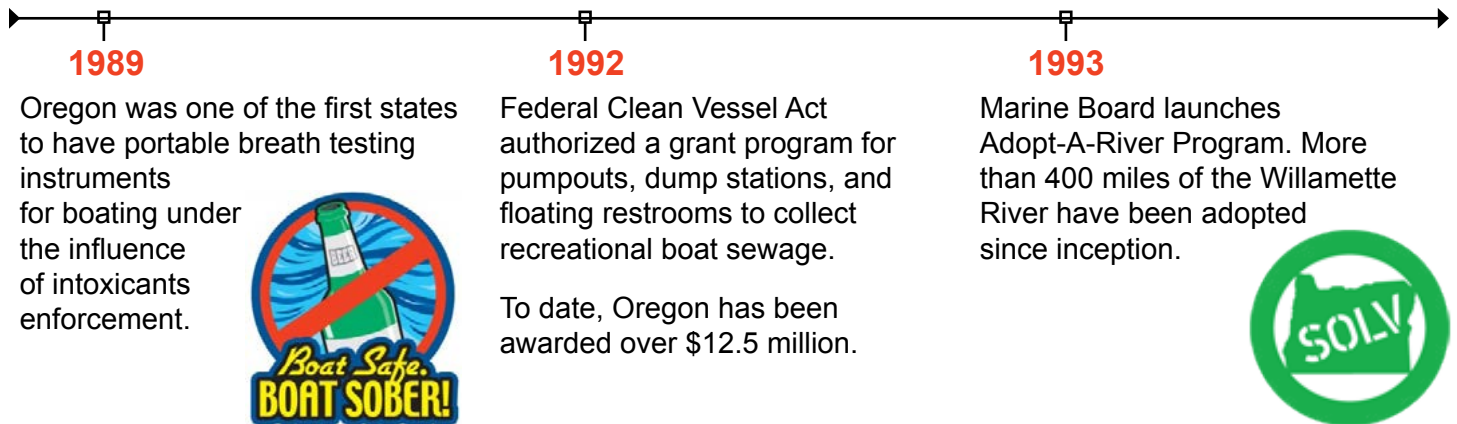
All outfitters/guides who take passengers for hire into the outdoors must be registered. Charter boats are defined as boats that carry seven or more passengers for hire. If there are six or fewer passengers for hire, the person is considered a guide or guide charter.

### CLEAN MARINA PROGRAM:

In order to be certified as a Clean Marina, marinas must meet 85% of inspection standards including all of the mandatory standards that apply to their marina.

### AQUATIC INVASIVE SPECIES PREVENTION PROGRAM:

Permit fees are dedicated funds to help protect Oregon's waterways from aquatic invasive species. The permit fees help fund five mandatory inspection stations on main arterial roadways into Oregon from Hwy 101 in Brookings, I-5 in Ashland, Hwy 97 in Klamath Falls, Hwy 395 in Lakeview, and I-84 in Ontario.



# MARINE BOARD PROGRAMS



## MANDATORY MOTORBOAT EDUCATION PROGRAM:

341,942 total education cards have been issued since 2001. In 2016, 11,185 new cards were issued and 2,699 replacement cards.

## BOATING SAFETY ENFORCEMENT:

The Marine Board contracts with 32 county sheriffs and the Oregon State Police for boating safety enforcement and education. The agency also provides funding for boats, equipment and training for marine programs.

## ABANDONED & DERELICT VESSEL PROGRAM:

The Marine Board reimburses public agencies up to 90% of the cost to remove recreational boats and up to 75% of the cost to remove commercial vessels. During the 2015-2017 biennium, the agency spent all of the \$150,000 allocated on abandoned and derelict boat removal.

## BOATING FACILITIES PROGRAM:

During the 2013-2015 biennium, the agency leveraged \$3.4 million in state boater funds to complete \$9.6 million of work at 69 boating access sites. \$2 million was distributed in maintenance funds to 301 public boating facilities.

Boating Facilities staff provided 11,750 hours of permit, survey and engineering assistance, equating to \$880,000 worth of staff time -half the cost of doing the same work in the private sector.

# FUNDING SOURCES

## State

The Marine Board is funded entirely by user fees, federal grants and fuel tax dollars. No state or federal general fund dollars are received.

## Federal

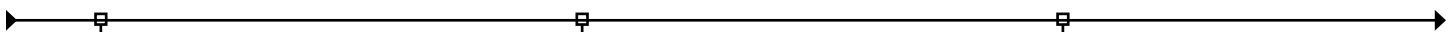
### USCG



### CLEAN VESSEL ACT



### BOATING INFRASTRUCTURE GRANTS



**1998**

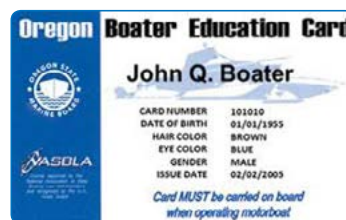
All time highest number of registered motorboats.

**197,634**



**1999**

Legislature passes the mandatory boating safety education law.



**2000**

Congress creates the Boating Infrastructure Grant (BIG) Program. To date, Oregon has received \$10.9 million for short term tie-up dock facilities.

## BY THE NUMBERS

### 2015 PERMANENT RULEMAKING

- 11** Adopted
- 54** Amended
- 2** Renumbered
- 2** Petitions  
*(both denied)*

### 2016 PERMANENT RULEMAKING

- 12** Adopted
- 10** Amended
- 6** Repealed
- 2** Petitions  
*(accepted)*
- 3** Petitions  
*(denied)*

## BOATER CONFLICT

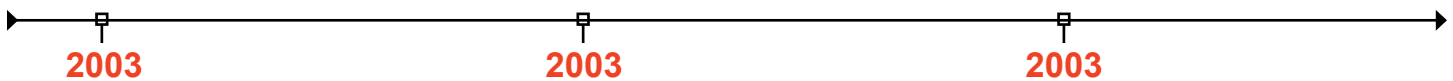


### Project 1

**OBJECTIVE:** Reduce causal factors for boater conflict taking into account areas, activities and competing interests on Oregon's waterways.

#### COURSE OF ACTION:

- 1-1 Identify 3 waterways with significant user conflict
- 1-2 Establish baseline measurements of conflict
- 1-3 Determine activities, and competing interests that cause user conflict on identified waterbodies
- 1-4 Promote boating etiquette and education interventions to improve boater behavior on identified waterbodies
- 1-5 Implement enforcement interventions based on use patterns on identified waterbodies
- 1-6 Evaluate current signage and messaging for modification to address identified areas of conflict
- 1-7 Conduct post implementation measurements of conflict on selected waterbodies
- 1-8 Implement successful interventions on similarly situated waterbodies in Oregon



**2003**

Mandatory Education age phase-in begins.

#### When Do I Need My Card?

Year	Your Age
2003	30 and younger
2004	40 and younger
2005	45 and younger
2006	50 and younger
2007	60 and younger
2008	70 and younger
2009	All boaters

**2003**

Fee increase from a length-based schedule to a flat, \$3 per foot fee.

**2003**

Abandoned Vessel Program is established.



# BOATING ACCESS



## Project 2

**OBJECTIVE:** Improve recreational boating access for all user types on Oregon’s waterways.

### COURSE OF ACTION:

- 2-1 Create a waterway assessment to prioritize areas needing new or enhanced boating access facilities
- 2-2 Understand the specific boating activities occurring on the waterways to design facilities to their unique needs
- 2-3 Ensure that boating user groups are provided access opportunities in an equitable manner (based on funding)
- 2-4 Identify public agencies that could provide more recreational boating access capacity through developing current property or purchasing property for development on the heaviest used waterways
- 2-5 Identify areas and facilitate solutions where private landownership is hampering boating access

## BY THE NUMBERS

**1228**

Number of developed boating access sites in Oregon.

**\$180 million**

Cost of improvement

needs identified in

**770** sites, with

**171** proposed new

sites at **225** unique

waterbodies based on

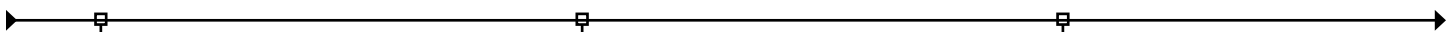
the *2011-2017 Six-Year*

*Boating Facilities Plan.*

**FACILITIES  
GRANT FUNDING:**

**\$8.05 million**

for the 2017-2019 biennium



**2006**

Clean Marina and Clean Boater Programs established.



**2009**

The age phase in for mandatory education program is complete. All boaters operating a boat with a motor over 10 hp are required to take a boating safety course and carry a boater education card during operation.

**2009**

Oregon legislature passes the Aquatic Invasive Species Prevention Permit Program.





## BY THE NUMBERS

### BOATING SAFETY LAW ENFORCEMENT FUNDING IN 2015-2017:

**\$14.9 million**  
per biennium

**1,420**

Citations issued in 2015

**817** Motorized

**603** Nonmotorized

**545**

Citations issued in 2016

**111** Motorized

**434** Nonmotorized

### TOP CITATIONS:

Personal flotation devices,  
sound producing devices,  
validation stickers, other  
administrative requirements

## COLLABORATION



## Project 3

**OBJECTIVE:** Improve collaboration between law enforcement and boaters on Oregon's waterways.

### COURSE OF ACTION:

- 3-1 Facilitate partnerships between boater groups and law enforcement
- 3-2 Improve the perception of marine law enforcement as partners rather than enforcers
- 3-3 Assess fines to determine appropriateness for type of violation
- 3-4 Develop statewide options for educationally focused diversion programs as an alternative to fines

**2011**

Aquatic Invasive Species Program expands, requires mandatory boat inspections for boats entering Oregon (HB 3399).



**2013**

Legislation approves Abandoned/ Derelict Vessel Program and creates a Vessel Turn-in Program (HB 2233).

**2013**

Regulatory updates and fee increases to the Outfitter/Guide Program (HB 2039).





## PROFICIENCY/CONFIDENCE



### Project 4

**OBJECTIVE:** Improve the proficiency and confidence of boaters on Oregon's waterways.

#### COURSE OF ACTION:

- 4-1 Assess the costs and benefits of current laws allowing the 60 day grace period for mandatory education compliance with new boat owners
- 4-2 Research new methods of providing mandatory education
- 4-3 Research methods to provide continuing education
- 4-4 Partner with boating groups to provide on the water boating education
- 4-5 Explore creating educational courses and materials specific to geographic areas, boat types, and waterway types
- 4-6 Explore incentives to encourage boaters to participate in continuing education

## BY THE NUMBERS

### ACCIDENTS IN 2016

- 85** Reportable accidents
- 4** Commercial accidents
- 21** Collisions
- 62** Injuries beyond first aid
- 44** Operators did not have boating education as required
- 19** Fatalities

**341,942**

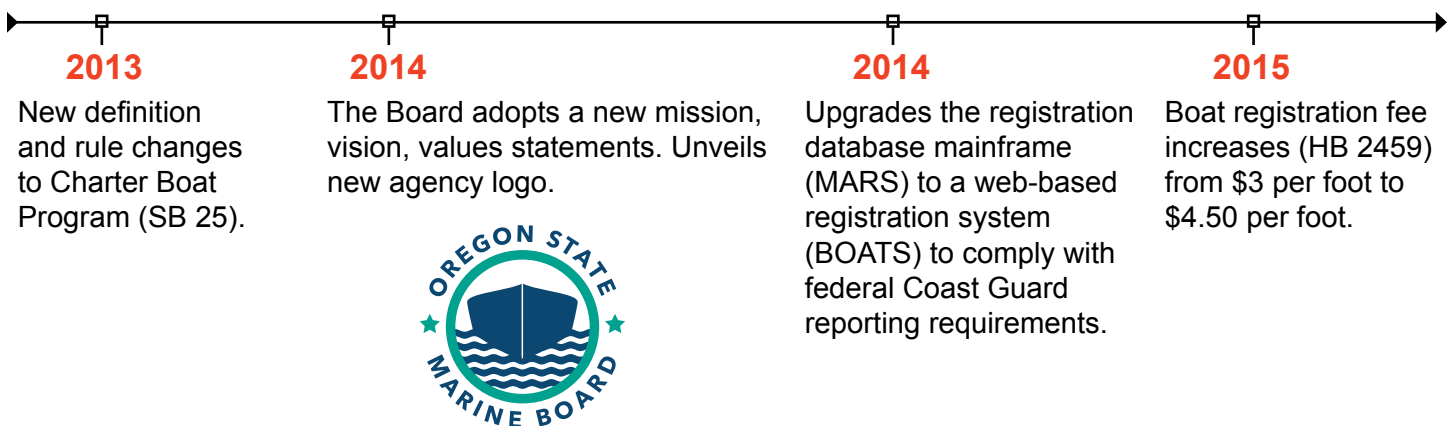
Total number of education cards issued since 2001

**11,185**

New education cards issued in 2016

**2,699**

Replacement cards issued in 2016



## BY THE NUMBERS

# 152

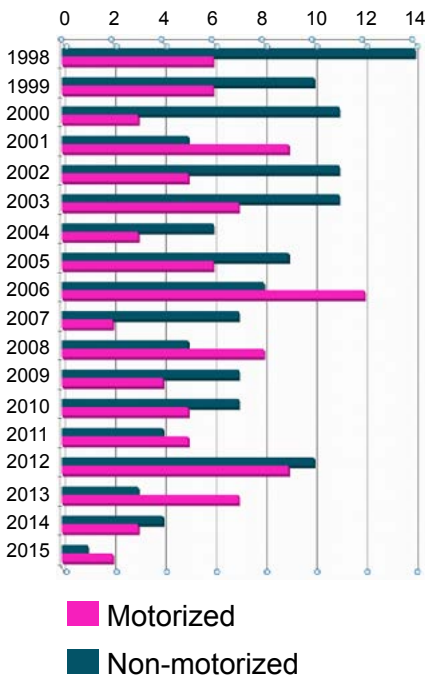
Number of Oregon registered liveries

**71** Motorized Only

**59** Nonmotorized Only

**22** Mixed Rentals

## Boating Fatalities 1998-Current



## RENTAL FACILITIES/PARTNERING



### Project 5

**OBJECTIVE:** Establish baseline knowledge and skills of boaters who rent from liveries and build a program to attain the baseline level prior to rental.

#### COURSE OF ACTION:

- 5-1 Establish a livery advisory group
- 5-2 Determine baseline knowledge and skills for rental boat types, waters types and location
- 5-3 Develop tailored baseline education and training programs for each specialized rental scenario
- 5-4 Develop a regulatory framework for boat livery businesses to ensure education provided
- 5-5 Research incentives for liveries to be partners in education

## LOOKING TO THE FUTURE OF RECREATIONAL BOATING



# COMMUNICATION



## Project 6

**OBJECTIVE:** Facilitate improved two-way dialogue with current and prospective boaters and other stakeholder groups through face-to-face interactions and social media.

### COURSE OF ACTION

- 6-1 Identify stakeholder groups and form one or more advisory committees
- 6-2 Determine types of information to share
- 6-3 Determine best methodology to share information to/with each stakeholder group
- 6-4 Leverage technology to support communication
- 6-5 Establish advisory committees for groups that are best communicated with in person
- 6-6 Work with established organizations to disseminate message

### EXISTING EXTERNAL ADVISORY COMMITTEES COMPRISED OF STAKEHOLDERS AND INDIVIDUAL BOATERS:

- Guide Advisory Committee
- Outdoor Sportsmen Boat Oregon Advisory Team
- Cruising Boat Oregon Advisory Team
- Watersports Boat Oregon Advisory Team
- Non-motorized Boat Oregon Advisory Team
- Facility Advisory Committee
- Law Enforcement Advisory Group

## BY THE NUMBERS



[boatoregon.com](http://boatoregon.com)



**1,944**

Facebook likes



**1,254**

Twitter followers

**1,311**

oregon.gov redirects to boatoregon.com (January 2016 to April 1, 2017)

**1,422**

Average monthly number of visitors to boatoregon.com (also: oregon.gov/osmb) January 2016 to April 1, 2017

**41**

Press releases issued in 2015

**62**

Press releases issued in 2016



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## Diversity and Inclusion Statement:

The Marine Board is committed to diversity and inclusion. Diversity and inclusion efforts reinforce respectful treatment of others in the workplace. These efforts focus on identifying ways to work better together, reducing conflict by increasing understanding, improving collaboration, fostering teamwork and increasing productivity, and quality of services delivered by the Marine Board.



### **OREGON STATE MARINE BOARD**

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