

# West Coast Ballast Outreach Project: The Role of Education and Outreach in the Prevention and Management of Species Introductions



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and Jodi Cassell

West Coast Ballast Outreach Project  
California Sea Grant Extension Program

# West Coast Ballast Outreach Project: Program Goals

- Improve knowledge and understanding of current ballast water management strategies and aquatic invasive species issues.
- Promote and facilitate cooperation and communication between regulators, private industry and researchers.
- Bolster industry interest and participation in the development and testing of ballast water treatment technologies.



# Project History and Funding

- First phase of project 1999 – 2003, funding from National Sea Grant College Program.



- Second phase of project 2005 – 2008, funding from CALFED Bay-Delta Program.



# Overview of Outreach Efforts

- “Stop Ballast Water Invasions” Poster and Brochure
- Newsletter, *Ballast Exchange*
- Project Website
- Seminar Series
- Workshops and Meetings



# Advisory Committee

- 50+ members
- Representing maritime industry, state and federal government agencies, academia and research groups, NGOs and non-profits
- Provide guidance on outreach



RESOURCES AGENCY  
*Department of Fish and Game*  
Conserving California's Wildlife Since 1870



San Francisco  
Estuary Project

HELPING TO SUSTAIN A STRONG  
MARITIME INDUSTRY

PMSA

The Ocean  
Conservancy  
Advocates for wild, healthy oceans



PORTLAND STATE  
UNIVERSITY

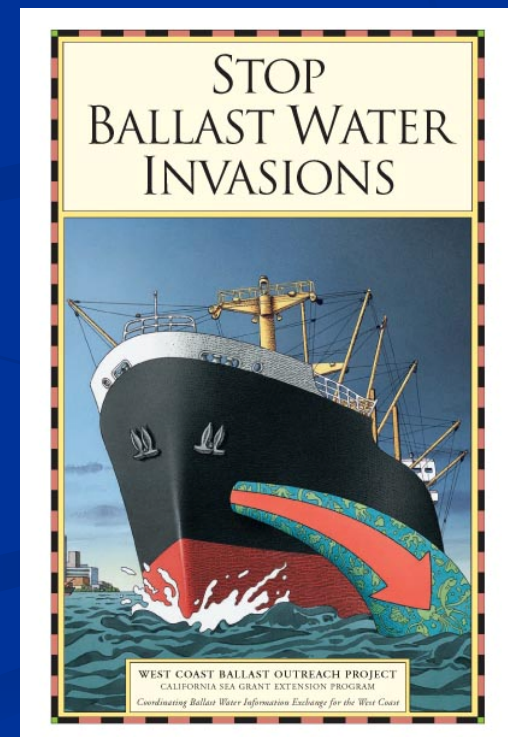
Matson.

Sea Grant



# Poster and Brochure

- Recently revised and updated
- Includes current federal and state regulations
- 15k posters, 35k brochures
- Expanded distribution



# Newsletter, *Ballast Exchange*



**Ballast Exchange**  
Newsletter of the West Coast Ballast Outreach Project

Volume 6  Spring/Summer 2006

**GREETINGS**  
By Holly Crosson, Coordinator, West Coast Ballast Outreach Project

Welcome to the *Ballast Exchange* newsletter, produced by the California Sea Grant Extension Program. Many of you are familiar with the first version of the newsletter, which was published by the West Coast Ballast Outreach Project (WCBOP) between 1999 and 2003. After a long hiatus, we are happy to announce the WCBOP is back. The new *Ballast Exchange* will be published twice a year and features information on issues related to ballast water, vessel fouling and marine invasive species that are of interest to the maritime industry, regulators and resource managers, researchers and the general public. We hope you like the new look of the newsletter and as always, we welcome your feedback. We also encourage contributions from our readers so please get in touch with us if you would like to write an article for a future edition of *Ballast Exchange*.

The second phase of the WCBOP began in September 2005 and will continue through December 2008 with funding from the CALFED Bay-Delta Program. Our goals remain much the same as during the first phase of the project: to provide education and outreach on marine invasive species, ballast water management and vessel fouling; to facilitate communication and coordination amongst the maritime industry, regulators and resource managers, and researchers concerned with these issues; and to foster the development of alternative ballast water management techniques that involve and meet the needs of the West Coast industry. Our outreach efforts include the *Ballast Exchange* newsletter, the revised and updated "Stop Ballast Water Invasions" poster and companion brochure, a brand new project website, and organizing and hosting special workshops and seminars that focus on ballast water, vessel fouling and other emerging marine invasive species issues of interest to stakeholders.

We are excited about maintaining the same high level of commitment to achieving our goals that you came to expect during the first phase of the project. While we intend to keep some continuity with the early years of the project, we are also enthusiastic about initiating some new approaches. We are especially looking forward to working with our Advisory Committee members, both returning and new, and extend our sincere appreciation for their expertise and dedication to the WCBOP. We held our first meeting on January 17, 2006 in Oakland, CA and were very pleased with the ideas and input we received from the committee. It is

rewarding to work on common goals with such a diverse and talented group. Thank you for your role in helping us work towards successfully achieving our goals.

The articles in this issue of *Ballast Exchange* span a broad range of topics about ballast water, vessel fouling and marine invasive species – from regulation and policy, to research, treatment and outreach. They are written by colleagues from the West Coast of the U.S. and from as far away as New Zealand, emphasizing the truly global nature of ballast water and aquatic invasive species management issues. We hope you enjoy the newsletter. Please let us know if you have suggestions for articles in the next issue, to be published this fall.

Holly Crosson, Program Coordinator  
Nicole Dobroski, Program Representative  
Jodi Cassell, Program Director

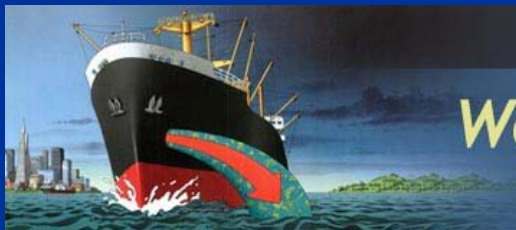
**In this Issue**

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- Distribution: 1809 U.S., 359 international
- Twice yearly
- Topics: AIS and ballast water policy/regulation, industry updates, treatment technologies, research, outreach, calendar and contacts
- Online newsletter evaluation survey

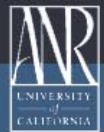
# Project Website

- New design, updated material
- Topics include: general AIS information, laws and regulations, treatment technologies, non-ballast vessel vectors, outreach materials, AIS literature, photo gallery, upcoming events, links



***West Coast Ballast Outreach Project***

Coordinating Ballast Water Information Exchange for the West Coast





# Educational Seminars

- Provide speakers for cadet classes at California Maritime Academy



- Additional speakers at other venues will address interests of:

- Maritime shipping industry
- Ports and harbors
- CA legislators and their staff



# Workshops and Meetings

- Attend ICAIS, Pacific Ballast Water Group, International Conference on Marine Bioinvasions and other relevant meetings
- Display exhibits, distribute outreach materials, give presentations
- Workshops to target CA legislature, ports and harbors staff, ship management companies, scientific community



# **The Role of Outreach in the Prevention and Management of AIS**

- Education is key to prevention
- Successful outreach campaign – reach target audiences using a variety of methods
- Strengthen partnerships for both informal and formal AIS education
- Consider producing outreach materials in other languages
- Evaluations to assess effectiveness

# For More Information

- Jodi Cassell, Marine Advisor, California Sea Grant, [jlcassell@ucdavis.edu](mailto:jlcassell@ucdavis.edu)
- Holly Crosson, Program Coordinator, [hacrosson@ucdavis.edu](mailto:hacrosson@ucdavis.edu)
- WCBOP website -  
(<http://ballast-outreach-ucsgep.ucdavis.edu>)

