



CERTIFICATION GUIDE

michigancleanmarina.org

WELCOME TO THE MICHIGAN CLEAN MARINA PROGRAM



This technical guide will lead marinas through the steps to becoming a Certified Clean Marina. The Clean Marina Program is a voluntary certification process which demonstrates a marina's alignment with best management practices that benefit the environment in which their boaters recreate. Certification as a Michigan Clean Marina provides many benefits including financial savings, promotional materials, free publicity, a cleaner environment and an enhanced public image.

WHAT IS A CLEAN MARINA?

The Michigan Clean Marina Program is a non-regulatory certification process which recognizes marinas that have chosen to commit to a cleaner environment. Participants work through a certification process that includes online classroom training, a self-evaluation checklist and a site visit. After certification, the marina joins the ranks of environmentally conscious marinas across Michigan and the Great Lakes.



Michigan Clean Marina Program

The Michigan Clean Marina Program is a public-private partnership involving the marine industry, academic institutions and state government. Since 2005, more than 40 marinas have earned certification and 30 have recertified.

In order to achieve certification as a Michigan Clean Marina, participants must complete the 10-step process outlined in this guide. This includes completing the

Clean Marina Classroom training, a self-evaluation checklist, and a site review by a Clean Marina specialist. Benefits of Clean Marina certification include:

- * Reduced waste disposal costs and discounted insurance rates;
- * Improved local water quality;
- * Protection of fish and wildlife habitat adjacent to the marina; and
- * Enhanced public image.

Getting Started with the Clean Marina Program

Visit www.michigancleanmarina.org to learn more about the Michigan Clean Marina Program. This website contains valuable information and links to resources that will help marina owners and operators better understand the Michigan Clean Marina Program and the Clean Marina Classroom. The website contains the most up-to-date information on program contacts and details.

STEPS TO CERTIFICATION

1. CONTACT THE MICHIGAN CLEAN MARINA PROGRAM

Initiate the certification process by visiting www.cleanmarinaclassroom.org and following the prompts for registration. There are many resources available at the Classroom website that will help you better understand the Clean Marina Program and the best management practices it promotes.

2. TAKE THE PLEDGE

The Clean Marina Program works toward voluntary adoption of best management practices to prevent and reduce pollution from marinas and the recreational boating community. Marinas sign a pledge to align their operations with these practices. The pledge form will forward your contact information to the Clean Marina Program partners who will guide you the rest of the way. Visit www.miseagrant.umich.edu/cmp/classroom/registration.php to pledge.

3. ENROLL IN THE CLEAN MARINA CLASSROOM TRAINING

The Classroom contains a self-paced series of units and sections which train marinas to follow the best management practices which are part of the Clean Marina Program. Participants will be provided a 3-ring binder which will help them stay organized as they navigate the certification process and will serve as a resource for future recertification. Upon completion of the Clean Marina Classroom online training modules and payment of the Classroom fee, marinas are presented with

a certificate of completion from Michigan Sea Grant.

4. MARINA SELF EVALUATION

The next step towards certification is to perform a self evaluation using the Clean Marina certification checklist. The checklist is available on the Clean Marina website and includes both mandatory and recommended practices. Marinas submit the completed checklist to their assigned specialist and Michigan Boating Industries Association (MBIA).

5. SCHEDULE A SITE VISIT

Once marinas have completed the self evaluation checklist and incorporated best practices, they contact a Clean Marina specialist or MBIA to schedule a visit and pay the certification administrative fee.

6. SITE VISIT EVALUATION BY CLEAN MARINA SPECIALIST

A Clean Marina specialist will visit the marina to ensure compliance with the various requirements for Clean Marina Certification. The specialist may identify specific recommendations for the marina operator to address before applying for certification.

7. INCORPORATE RECOMMENDATIONS FROM THE SPECIALIST VISIT

At this stage, marinas address issues noted by the specialist. Once all recommendations are completed, the Clean Marina specialist does a final inspection and sends the signed checklist and other application materials to MBIA on behalf of the marina.



8. CLEAN MARINA OPERATIONS COMMITTEE RECOMMENDS CERTIFICATION

The Clean Marina Operations Committee recommends certification for a marina after reviewing the completed checklist and Clean Marina specialist's notes and recommendations.

9. RECEIVE CERTIFICATION

A marina will receive an official notice of certification as a Michigan Clean Marina from MBIA. Upon certification, marinas gain access to a wide array of promotional materials that will assist them in advertising their new status as a Clean Marina, including a flag which will identify the marina as a Certified Clean Marina, a promotional media kit and various handouts and pamphlets.

10. MAINTAINING CERTIFICATION

Recertification is required after three years, and then every five years thereafter. Marinas will receive a reminder notice of the recertification renewal date from MBIA.



PLEDGE STATEMENT

The Clean Marina Certification is non-regulatory. Instead, marina owners participate voluntarily.

To earn certification, marinas pledge to:

- * Become cooperative partners with the Clean Marina program;
- * Strive for continuous improvement in daily environmental stewardship practices;
- * Actively work to identify opportunities for practical or innovative practices that reduce and/or eliminate releases and discharges of harmful pollutants, sediments and anything else that can damage aquatic environments in adjacent waterways; and
- * Educate marina staff, contractors and boating constituents about pollution prevention guidelines and best management practices.

ONLINE CLASSROOM REGISTRATION

To participate in the course, complete the pledge statement and registration form online, visit: www.cleanmarinaclassroom.org

Course Fee: \$100

Questions about registering?
cmpcourse@umich.edu
(734) 763-1437

Clean Marina Classroom

After pledging to become a Clean Marina, completing the Clean Marina Classroom is the next step in the certification process. This self-paced online tutorial walks marinas through the process of attaining certification as a Clean Marina.

The Classroom consists of ten units that discuss best management practices relevant to marina and boat yard operations. Each unit takes approximately 1-2 hours to complete, for a total commitment of about 20 hours. Developing the required paperwork and attaining permits may take additional time. There are no grades, but having a thorough understanding of the material is crucial in preparing for certification.

CLASSROOM UNITS

1. SITING CONSIDERATIONS AND MARINA DESIGN

Marinas face important decisions in choosing the optimal site and design for new or expanding facilities, while also considering natural resources.

Unit focus: Avoiding or minimizing environmental impacts and protecting marina structures from damage.

2. MARINA FACILITIES AND HABITAT

Marina facilities can be designed and maintained to minimize impacts on the environment and protect habitat and water quality.

Unit focus: Land-use topics related to landscape design and grounds maintenance.

3. STORMWATER MANAGEMENT

It is critical for marinas to effectively manage storm water runoff.

Unit focus: Storm water source control, management strategies and low-impact alternatives.

4. BOAT MAINTENANCE

One of the easiest ways to contain waste at a marina is to restrict the area where maintenance activities are performed.

Unit focus: Containing sanding dust and blasting debris, mitigating impacts of pressure washing, painting operations, engine repair and handling chemicals.

5. PETROLEUM CONTROL

Adopting effective oil change and fueling practices and emergency response plans are among the most important things marinas can do to protect water quality.

Unit focus: Safety, signage and proper training.

6. SEWAGE HANDLING

Raw or poorly treated sewage is harmful to human health and water quality.

Unit focus: Pump-out stations, proper sewage disposal, septic system maintenance as well as related services and education.

7. WASTE MANAGEMENT AND RECYCLING


Effectively reducing and managing waste protects the environment and may reduce disposal fees.

Unit focus: Fish waste management, solid waste, hazardous products, as well as recycling and recommended disposal methods.

8. MARINA MANAGEMENT AND BOATER EDUCATION

After implementing best management practices, it is important to let the staff, boaters and public know the actions the marina is taking to protect the environment.

Unit focus: Staff training, business practices, education and outreach.



“ We enjoy being here because it's clean,
and neat ... we all have to do our part to
keep Michigan waters beautiful. ”

— Dave Williams, Walstrom Marine patron

9. AQUATIC INVASIVE SPECIES EDUCATION

Aquatic invasive species have significant economic and ecological impacts.

Unit focus: The role of marina operators in educating about and preventing spread of aquatic invasive species.

10. INCREASING RESILIENCE

Variable environmental conditions, including changing water levels and stronger storms, often pose operational risks.

Unit focus: Resources and tools related to infrastructure, dredging and planning in adapting to environmental variability.

ADDITIONAL RESOURCES

Laws and Regulations: The Classroom provides an overview of state and federal laws, regulations and permit information. Though it is not comprehensive, it provides a starting place for understanding the legal setting for marina activities.

Sample Contracts, Forms and Signs: Users benefit from access to sample materials that may easily be adapted for use by each marina. Sample contract language, emergency response plans and storm water management plans are all provided.

Photos and Videos: These resources provide visual examples of best management practices, the benefits of becoming a Clean Marina and encouragement from other Clean Marinas.



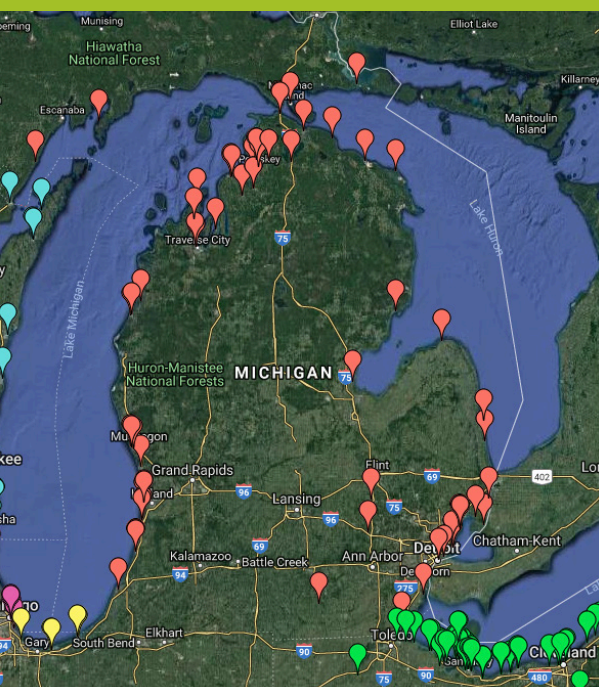
BINDERS

- * Marinas are provided with a 3-ring binder in which to organize Clean Marina documents.
- * The Clean Marina binder provides marinas with a safe, secure place to store documents, permits, plans and leases.
- * Keeping important documents in a single organized place helps to expedite the recertification process.

ABOUT THE CLEAN MARINA CLASSROOM

The Classroom was developed by Michigan Sea Grant for the Michigan Clean Marina Program in 2009. It was expanded in 2013 to include resources relevant to all freshwater marinas, with support from the Great Lakes Restoration Initiative and the U.S. Environmental Protection Agency (EPA) and again in 2014 with support from the Great Lakes Integrated Sciences and Assessment Center.

The Classroom reflects a collaborative regional effort to support education and outreach efforts across the Great Lakes states.



Moving Toward Certification

During the training, marina operators refer to the Clean Marina certification checklist as they complete the course units. Material in the Classroom and the provided binder are based on information contained within the certification checklist. Marinas will be responsible for providing documentation of various permits and practices.

The binder will have space to add pictures, documents, plans and other documents referred to in the checklist. By filling out the binder and checklist, a marina will help to expedite the site visit with the Clean Marina specialist and hasten the certification process. Once this self evaluation is complete, the marina will send a copy of the completed checklist to MBIA or the certification specialist for review.

SITE VISIT AND CERTIFICATION

After completing the Classroom training and the self-assessment checklist, marinas participate in a site visit with a Clean Marina specialist before being considered for certification. The specialist will review the binder and checklist with the marina and offer suggestions on ways to align operations with the Clean Marina requirements. Once the site visit is complete, it is up to the operator to incorporate improvements and schedule a final inspection, as needed. Then it is up to the Michigan Clean Marina Operations Committee to review the checklist and binder, make any final suggestions, and recommend certification.

RECERTIFICATION

Recertification is required to maintain Clean Marina designation. Marinas will need to recertify after three years, and then again after every five years. The Clean Marina Program will send notices to marinas with pending recertification deadlines. Marinas will need to refresh their understanding of the Clean Marina Program by reviewing the Classroom, then contact MBIA or Michigan Sea Grant to initiate the recertification process, which includes completing a recertification checklist.

Checklists: www.miseagrant.umich.edu/michigan-clean-marina-program/resources

FINDING CERTIFIED CLEAN MARINAS IN THE GREAT LAKES REGION

Clean Marina Programs exist in many of the Great Lakes states, and many of them use the Clean Marina Classroom as part of their certification process. For more information on regional efforts, visit www.glcleanmarina.org.



Who to Contact?

There are multiple partners who facilitate the Clean Marina Program, and the roles of each are defined below. For general questions, please contact MICleanMarina@umich.edu.

MICHIGAN SEA GRANT

www.miseagrant.umich.edu

Michigan Sea Grant (MI SG) is a collaboration between Michigan State University, University of Michigan and the National Oceanic and Atmospheric Administration. Michigan Sea Grant supports research, education and outreach efforts that enhance the sustainable use of Great Lakes resources to benefit Michigan, the Great Lakes and national economy, the environment and quality of life. MI SG supports the Michigan Clean Marina program by hosting Clean Marina websites, including the Clean Marina Classroom, and facilitating payment processing. In addition, MI SG produces and updates outreach materials and coordinates promotional efforts.

MICHIGAN BOATING INDUSTRIES ASSOCIATION

www.mbia.org

The Michigan Boating Industries Association (MBIA) is a non-profit trade association dedicated to the promotion, protection and advancement of the recreational boating industry in Michigan. MBIA serves as the voice of boating in Michigan and currently represents

more than 300 marine businesses in Michigan. The Association oversees the administration of the Michigan Clean Marina Program and coordinates site visits with Clean Marina certification specialists.

MICHIGAN DEPARTMENT OF ENVIRONMENTAL QUALITY

www.michigan.gov/deq

Michigan Department of Environmental Quality (MDEQ) supports the Clean Marina Program by providing financial and expert support to the program, which is critical to the longevity and success of the Michigan Clean Marina Program.

CLEAN MARINA SPECIALISTS

www.miseagrant.umich.edu/michigan-clean-marina-program/contacts

Marinas are assigned a Clean Marina specialist after they pledge to become certified. These independent consultants assist marina operations as they navigate the certification process and are the contacts for pledged marinas with questions on best practices. Visit the Michigan Clean Marina Program website above for an up-to-date list of Clean Marina specialists.

MICHIGAN CLEAN MARINA PROGRAM OPERATIONS COMMITTEE

The Clean Marina Operations Committee approves new certifications and recertifications. Committee members review checklists, notes and recommendations from the site visits conducted by certification specialists annually. Committee members include marina owners, operators and others.

MICHIGAN CLEAN MARINA FOUNDATION

The Clean Marina Program is supported by the Michigan Clean Marina Foundation, a 501(c)(3) organization. The Clean Marina Foundation Board meets regularly to provide strategic oversight for the Clean Marina Program. The Foundation Board is responsible for implementing strategic plans to increase the total number of certified marinas, improve communication, and convey the benefits of the Michigan Clean Marina Program to boaters and prospective marinas.

BENEFITS FOR CERTIFIED MARINAS

Time spent working through the 10-step process towards certification is worth the effort. Certified marinas are eligible for many benefits, including:

- * **Insurance discounts:** Certified Clean Marinas are eligible for a 10% discount on liability insurance through The Hanover Insurance Group. Reported average savings for Clean Marinas is \$400/year. Other insurance companies may offer discounts as well. Contact Michigan Boating Industries Association (MBIA) for up-to-date information.
- * **Savings through recycling:** Clean Marinas have reported that their investments in oil recycling programs have yielded financial savings in addition to environmental benefits and improved public image. Oil can be sold to recyclers, turning oil disposal fees into oil recycling profits.
- * **Reduced energy costs:** Lighting efficiency can reduce overall electricity use at marinas, reducing energy costs. In addition, marinas that have adopted solar power options are typically able to recover costs within 10-12 years, after which excess energy can be sold to utility

companies. Wind power options are also available. For example, one marina installed eight wind turbines which meet an estimated 80% of their overall summer electricity demand. Renewable energy options may have high upfront costs, but can pay for themselves over time.

- * **Technical assistance:** After signing the Clean Marina pledge, marinas seeking certification have the full support of MBIA, Michigan Sea Grant and Clean Marina certification specialists as they work through the Classroom and the certification checklist. Clean Marina certification specialists are willing to help marinas navigate through problems and come up with solutions. Once certified, marinas are connected to a network of industry, academic, and government organizations who share similar goals and environmental ethics and are willing to lend advice.
- * **Promotional products and offerings:** The Clean Marina Program provides outreach materials to promote certified

marinas. These materials include a suite of informational cards, posters, flags and promotional items. Certified marinas are also authorized to use the Clean Marina logo in promotional materials, including advertisements or on staff uniforms. The organizations which coordinate the Clean Marina Program are constantly looking for new ways to promote and communicate the program, and are always accepting feedback from participating marinas.

- * **Positive image in the community:** Boaters are increasingly conscious of their impact on the environment, and they look for the Clean Marina certification throughout the Great Lakes. Certified marinas have access to a press kit to promote their certification, and are supported via Clean Marina Program social media. Certified Clean Marinas are also highlighted in the Michigan Boating Annual Directory and on the Great Lakes Observing System Boaters' Forecast tool at data.glos.us/boaters.

QUESTIONS?

This guide provides an overview of the process of becoming a Certified Clean Marina. For questions or concerns, contact these relevant organizations:

For questions regarding the program or classroom:

Michigan Sea Grant
MICleanMarina@umich.edu
(734) 647-0766

To arrange site visits or contact Clean Marina specialists:

Michigan Boating Industries Association (MBIA)
boatmichigan@mbia.org
(734) 261-0123



The Michigan Clean Marina Program is a cooperative effort of the Michigan Boating Industries Association, the Michigan Department of Natural Resources, and Michigan Sea Grant. Financial assistance for this program is provided, in part, by the Michigan Clean Marina Foundation, a 501 (c) (3) organization, and Michigan Coastal Zone Management Program, Office of the Great Lakes. In addition, the program is supported by the Great Lakes Restoration Initiative through the National Oceanic and Atmospheric Administration.

MICHU-15-503