



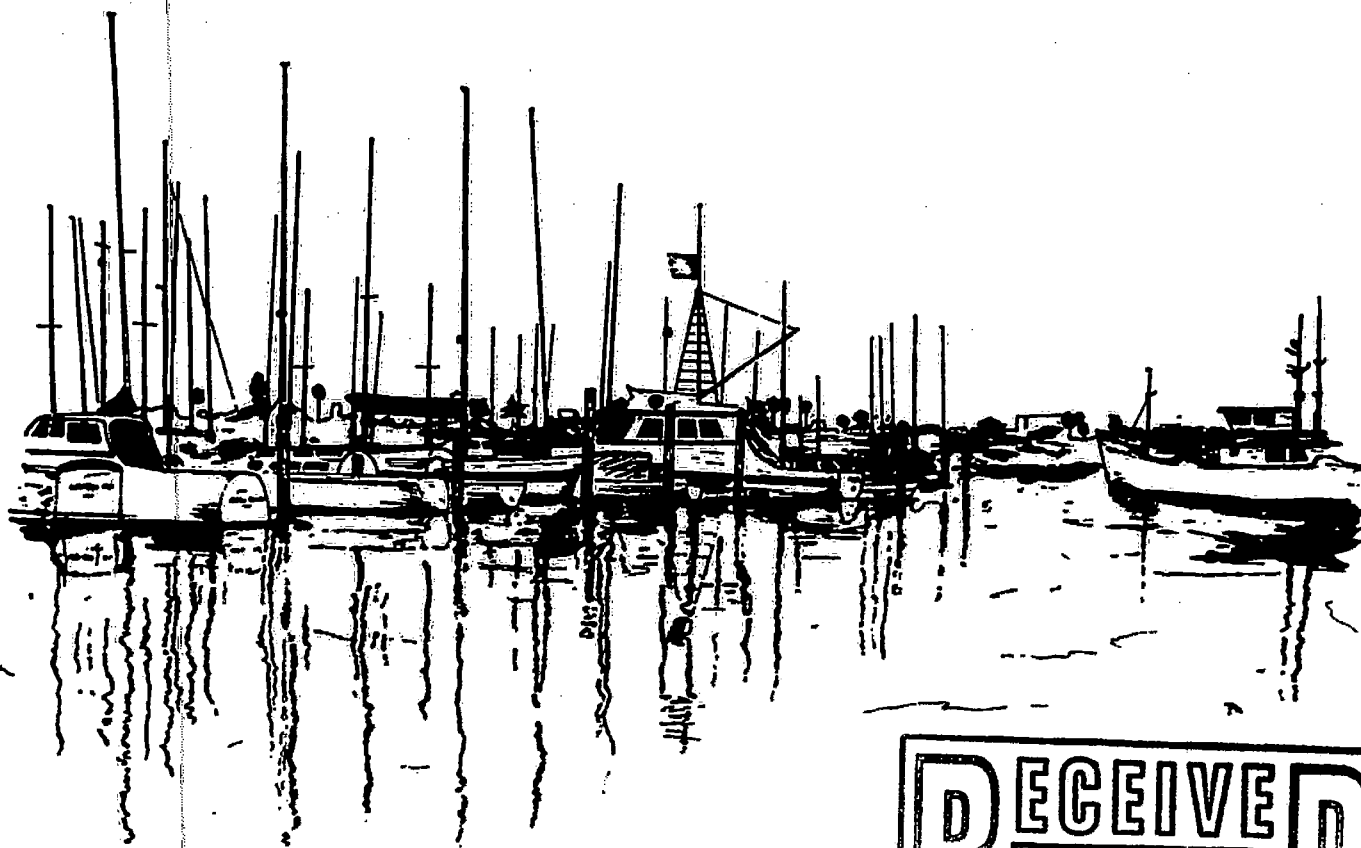
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# California Coastal Waterfront Managers Survey

## I. Executive Summary

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The annual economic value of California's boating industry exceeds six billion dollars. Eighty-five percent of the state's boating related businesses are in the coastal counties. Their productivity is tied to the availability of coastal ports, harbors, and marinas. Their managers need the latest technical and management information to operate at peak efficiency. Previous studies of these facilities have produced inventories and economic impact analyses. No data were available on the specific information needs of coastal waterfront managers.

In 1986, 206 California coastal waterfront managers were surveyed. Objectives were to identify operating circumstances, technical and management information needs, and how best to deliver information. Fifty percent responded.

The managers' geographic distribution was: 6% North Coast, 30% San Francisco Bay Area, 6% Sacramento/San Joaquin Delta, 11% Central Coast, and 48% South Coast. Half of the respondents were employed by a public agency and half were in private industry. Response was biased toward the public sector; the few differences between public and private sector respondents are discussed below. Two-thirds of the respondents belonged to a professional organization; more than half of these belonged to the California Association of Harbor Masters and Port Captains.

Managers reported that their facilities ranged from 7 to 6700 slips. Most of the managers' facilities devoted one-fourth or less of total space to any boat size class. However, 49% of their facilities reserved from one-fourth to one-half of the slips for boats 30 - 39 feet long. Sailboats were the most numerous boat type using 50% of the managers' facilities; recreational powerboats were the most numerous boat type at 35% of the facilities. The survey was not limited to one manager per facility, so results were not equivalent to inventory data.

Technical topics most frequently rated high priority were: selection, construction, and maintenance of major marine structures; electrolysis control; coastal engineering; and selection and maintenance of security technology. Management topics most often rated high priority were: dockage agreements/marina rules; risk management/liability; managing pleasure boat and live-aboard tenants; and financial management.

Sources which waterfront managers already use for information may be effective communication channels. Other waterfront managers were the most important information source; thus working with interested waterfront managers may be effective in extending information to a larger group. Other frequently used sources included trade magazines and newspapers, and professional books and organizations. The California Department of Boating and Waterways, the U.S. Coast Guard, and the U.S. Army Corps of Engineers were used frequently for technical information. Thus, these may also be effective channels for extending information. Some respondents used no information source often, so a variety of methods may be needed to reach the greatest number of managers.

If direct educational programs were organized, waterfront managers would prefer to receive information through publications, newsletters, and meetings one-half to one day long. January and February were preferred for attending meetings. Presentations at professional organization conferences would be effective in reaching their members.

Education and research needs were compared to other factors to assess special programming needs. The following factors influenced education and research needs and preferred information delivery systems: geographic region, public versus private sector employment, job responsibilities, and professional organization membership.

Managers from four geographic regions were relatively more concerned about the following topics:

- coastal engineering - North Coast, Delta, Central Coast;
- managing commercial fishing boat tenants - North and Central Coasts;
- disabled vessels - North Coast;
- selection and construction of major marine structures - Delta;
- permits and managing environmental impacts - Central Coast; and
- security technology - Delta, South Coast.

Private sector managers were more concerned than public sector managers about selection and maintenance of land facilities and managing live-aboard tenants. Public sector managers were relatively more concerned about the following topics: coastal engineering; developing state and federal government contacts; managing commercial fishing boat tenants; news media relations; public presentation skills; and environmental impact management.

The following topics were of more concern to some managers according to their job responsibilities:

- selection and maintenance of workboats/patrol boats - harbor, port, harbor patrol, and repair facility managers;
- selection and maintenance of security technology - marina and harbor patrol managers;
- managing commercial fishing boat and oil crew boat tenants - port managers; and
- economic analysis - harbor patrol managers.

Generally, job titles are easier to identify than job duties. Therefore, titles were compared to responsibilities to determine if a given title could be used to predict duties and related information needs. All Marina Managers and Dock Masters managed a marina. Other job responsibilities could not be predicted from these or other titles.

North Coast and Central Coast managers strongly preferred to receive information through written materials. Public sector managers and professional organization members preferred meetings more than others did.

Survey findings have produced data not previously published on waterfront managers' concerns. The following conclusions and recommendations are based on survey results.

Research and education programs should be organized for high priority topics. University and other resources should be evaluated to determine existing information which could be provided to California's coastal waterfront managers. Topics for which information is scarce should be communicated to university and other scientists as research needs. Education

programs should be developed on topics for which information is already available. Effective information delivery systems should be employed in education programs. Geographic location, public or private sector employment, professional organization membership, and job responsibilities should be considered in tailoring research and education for specific groups of waterfront managers.

Waterfront managers' professional organizations may find the survey results useful in planning educational programs for their conferences. They may also wish to use them in communicating their needs for assistance to universities, government agencies, and public officials. Individual waterfront managers may identify information sources and gain a broader perspective on their profession.

Government agencies, public officials, and engineering or management consultants may use survey results to enhance communication with waterfront managers, set priorities for public programs, or plan research, development, and marketing activities.

University research and extension personnel may employ these findings to select applied research projects and to organize effective education programs for coastal waterfront managers.

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Copies of "California Coastal Waterfront Managers Survey, II. Full Report" may be obtained for \$2.00 from: Sea Grant Extension Program, University of California, Davis, California 95616. Make checks payable to "UC Regents."

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