



# Community Grants Program

New York State Pollution Prevention Institute (NYSP2I) provides financial and technical support for projects that raise awareness and understanding of pollution prevention practices and lead to implementation at the local level

## Green Edges, Clean Blueways

### *Organization & Contact Information*

#### **Going Coastal**

Barbara LaRocco, President

22 E 1<sup>st</sup> Street, #615

New York, NY 10003

Website: [www.goingcoastal.org](http://www.goingcoastal.org)



### *Project Description*

Going Coastal, Inc. is a grassroots nonprofit educational, cultural and publishing organization dedicated to connecting people to coastal resources by raising awareness of the immense value of the coastal environment, encouraging a sense of community and promoting preservation, protection and conservation.

Going Coastal sought funding support to develop, produce and distribute a multi-media awareness campaign focused on ways to reduce stormwater runoff and eliminate pollution at marinas while boating and fishing. The objective is to protect human health, the environment and community by reducing the generation of all wastes and use of toxic chemicals at marinas. A key focus will be improving environmental friendly practices and expanding resource conservation practices at marinas and within the boating and fishing community through pollution prevention.

The following activities are proposed:

- Creation of an online Marina P2 Toolkit consisting of practical ways for reducing pollution
- Maintaining a Facebook page with up to date information for marinas, boaters and fishers to interact and share successes as well creating bi-annual newsletters with pertinent information
- Creation of a mobile application of online toolkit and clean marinas for cell phones, iPads and other devices.

### *Project Status*

Going Coastal is in the design stage for the brochure and tool kit. A summer release is expected for the multi-media campaign. The project is expected to be within prime boating season, thereby reaching as many boaters as possible!

R·I·T

