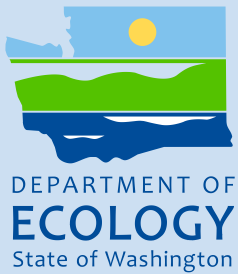




NO DISCHARGE ZONE

Implementation Strategy

A Framework for Action



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No Discharge Zone Implementation Strategy

A Framework for Action

by

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Introduction

Background:

A No Discharge Zone (NDZ) is a designated body of water where the discharge of sewage, whether treated or not, from vessels is prohibited. The U.S. Environmental Protection Agency (EPA) has established more than 80 NDZs in 26 states. Currently, there is no NDZ in Washington State. The establishment of an NDZ creates a permanent, enforceable law.

Why a No Discharge Zone for Puget Sound?

Puget Sound is a unique, sensitive and poorly-flushed water body that is prone to water quality impairments such as federal listings for fecal coliform and low dissolved oxygen. Such conditions affect the sound's shellfish resources and aquatic life. Vessel sewage is one of many pollutant sources to Puget Sound that the Department of Ecology (Ecology) is addressing.

Washington residents own more than 43,000 boats over 21 feet in Puget Sound. Nearly 700 commercial vessels stay in Puget Sound, based on 2005 estimates. That year oceangoing ships made nearly 3,000 trips to and from Puget Sound.

In Puget Sound, currently Federal law, allows vessel discharges within three miles of shore – which includes most parts of Puget Sound -- after treatment from on-board marine sanitation devices (MSDs) on vessels over 21 feet in length. There is no federal restriction for smaller vessels. MSD discharges typically do not meet water quality standards, nor do these devices protect public health. Much of Puget Sound's high recreational commercial vessel traffic passes over and near commercial and recreational shellfish bed. While not all vessels discharge sewage, removing the possibility that any could do so would add a needed link to Washington's on-land water quality measures aimed at this form of pollution.

The Washington State Department of Ecology (Ecology) has been evaluating the appropriateness and feasibility of establishing an NDZ in all or parts of the Puget Sound to protect water quality and public health. The evaluation included gathering data on Puget Sound vessels, pumpout facilities, the conditions of Puget Sound, MSD performance and conducting boater surveys and research on other states with NDZs. This information revealed that education and outreach is important here in Puget Sound and is a central strategy for successful NDZs in the United States.

The more boaters are aware of the requirements, the reasons for them (i.e., water quality protection) and the locations of pump-out facilities, the more likely they are to comply and have a positive attitude about doing so.

Initial Outreach Activities

Education and outreach for the Puget Sound NDZ began in 2011. Ecology contacted recreational and commercial boating organizations, marina operators, ports, other state agencies, environmental groups, shellfish industry and tribes. In the summer of 2012 Ecology commissioned a recreational boater survey and launched an informational [website](#) outlining the NDZ development.

Ecology identified more than 300 stakeholder groups and individuals and requested their input throughout the NDZ evaluation process. This enabled Ecology to obtain valuable input and begin raising awareness about the potential NDZ and the associated new requirements.

In February 2014, Ecology sent an informal draft petition for a NDZ to the Environmental Protection Agency (EPA) and to the public for a 60-day comment period. Ecology received more than 26,000 e-mails or letters on the draft petition and reviewed, tabulated and responded to the comments with a [Response to Comments](#) document. More than 25,000 emails or letters expressed support for the draft petition and about 525 expressed opposition or concerns.

These initial efforts provided a strong foundation for future education and outreach. Successful implementation of NDZ education will require good leadership, a coordinated approach and commitment from all partners involved.

Implementation Strategy

This Implementation Strategy provides a framework for educating boaters and commercial vessel operators about the NDZ taking effect, what it means for them, and how they can manage sewage generated aboard their vessels. A comprehensive education/outreach program will comprise the central strategy for implementation, supported by the development of enforcement mechanisms among agencies that patrol waterways in the zone. This plan describes:

- Goals and objectives
- Target audiences
- Key strategies and implementation actions
- Potential messages
- Potential organizations with resources or programs to help with implementation
- Enforcement strategy

The recommended strategies outlined below are, to a large extent based on what proved successful in other states. The final education and outreach strategy will be informed by stakeholder input and a social marketing research effort conducted in partnership with individuals and groups directly affected by the NDZ law. Future planning steps will include working with partners on how best to implement this plan in coordination with their education, outreach and enforcement efforts.

The plan will serve as a guide for all involved in NDZ efforts as they conduct education, outreach and enforcement activities. Ecology will provide leadership to coordinate and work with partners to assist in the delivery of plan activities.

This plan is a living document which can be expanded and updated with additional information and more tools and best practices as progress is made.

Goals and Objectives

The overall goals of the implementation strategy are to:

- Increase boater awareness about the NDZ requirements, the reasons for them and locations of pump out facilities so that they comply with the requirements.
- Build strategic partnerships to develop and implement coordinated NDZ education and outreach.
- Provide guidance and resources to partners who have a role in providing education and outreach about the NDZ requirements.
- Ensure that NDZ messages are cohesive and delivered in an efficient, effective and coordinated way across partner education programs.
- Develop enforcement authority strategies and an enforcement program that can prevent non-compliance and that can build on existing resources.

Objectives:

- Create a system for collaboration among partners involved in NDZ implementation.
- Identify and build on existing boater education and outreach programs.
- Use social science research to develop and implement an NDZ campaign as part of the overall implementation strategy.
- Establish a common theme for NDZ education and outreach activities so that target audiences get consistent messages.
- Produce and distribute NDZ education resources to facilitate partner involvement in NDZ education efforts.
- Connect and/or direct partners and stakeholders to the appropriate NDZ resources.
- Create and implement a plan for enforcement that builds on existing resources.
- Create and implement an evaluation plan to evaluate NDZ implementation efforts.

Target Audience

Audiences have been defined as “primary” and “secondary.” Primary audiences are those who are required to comply with the law or will likely be impacted. Secondary audiences are those people who can help reach and inform primary audiences and whose support is necessary to ensure the successful implementation of the NDZ. It is important to note that audiences may have distinct characteristics, interests and needs requiring targeted approaches to messaging, materials, and distribution of information.

Primary Audience

This strategy identifies four priority audiences:

- Commercial vessel owners and operators
- Recreational vessel owners and operators
- Marina and pumpout station owners and operators
- Mobile pumpout service operators

Secondary Audience

- External partners and stakeholders who will play a critical role in the success of implementing the NDZ, particularly with regard to outreach, education; and enforcement.
- Internal stakeholders –frontline employees who work with boating community.
- People who work in boat sales and talk to boat owners.
- Environmental/Conservation public – people who care about environmental and conservation issues, including wildlife viewing – divers, sea food consumers, waterfront restaurant and attraction owners and staff.

The implementation will be most successful when we focus priorities to address these key target audiences. That will require a consistent communication strategy. When the target audiences are hearing the same messages, greater levels of understanding will be achieved.

Key Strategies

A successful implementation of the NDZ hinges on using effective strategies and messages that resonate with vessel operators.

Studies show that simply providing information rarely results in people doing the desired behavior. *Community-based social marketing* is a concept that provides a framework to understanding how to motivate people to change their behaviors and do specific desired beneficial actions or practices.

Developing educational materials and tools that speak to and motivate boaters is critical to the successful implementation of NDZ. To ensure that messages and materials resonate with target audiences and are appropriate for use by partners and stakeholders, it is important that they are informed by social science research and includes input from stakeholders and partners.

We will use social marketing research to inform the development of an integrated vessel sewage education campaign and refine the recommended strategies outlined below. This will ensure that messages and products are tested with our target audiences. The most effective strategies and methods to distribute information will also be based on the social science research for the specific target audiences.

The recommended strategies outlined below are based to a large extent on what proved successful in other states. A combination of traditional strategies and new approaches will be tested locally, refined and employed. We will build on the education, outreach and enforcement efforts that already exist within state, local, and non-profit organizations. We will work with clean marina programs to provide information to boaters and encourage marina assistance in preventing sewage discharges.

A description of each strategy, along with some key actions needed to implement the strategy are outlined below.

NDZ Education and Outreach Committee

The ability to engage diverse partners and stakeholders who are interested in the NDZ is critical to its success. A successful engagement strategy requires effective leadership to help maintain collaborative relationships with partners and coordinate NDZ education and outreach efforts.

Because success will rely on a well-coordinated implementation, it's important to create a cross-agency *NDZ Education and Outreach Committee* to help support implementation and coordinate the development of key messages and educational tools. This committee will comprise representatives from the key organizations interested in the NDZ efforts. These organizations include but not limited to:

- Department of Ecology
- Washington Sea Grant

- Puget Sound Keep Alliance
- Puget Sound Partnership
- Futurewise
- Department of Health
- Washington State Parks
- Friends of the Earth—will serve as an auxiliary to the committee

Implementation by NDZ Education and Outreach Committee:

- Identify key partner representatives and create an NDZ core team to help coordinate the design and implementation of NDZ education and outreach.
- Identify existing marine outreach and education programs and ways to integrate NDZ into these programs.
- Plan and implement social marketing research to develop messages and materials to support NDZ education and outreach efforts. Share No Discharge Zone information and resources to partner organizations.
- Develop and implement a plan to evaluate NDZ education efforts to track progress and make improvements.

NDZ Enforcement Committee

The ability to prevent vessel sewage discharges includes having a means to deter violators with enforcement. A successful enforcement strategy requires clear authority delineation, a fair fining system, clear messaging as to why vessel sewage prevention is necessary, and consistent application of deterrence mechanisms.

Because success will rely on existing resources, it's important to create a cross-agency *NDZ Enforcement Committee* to help develop and implement an enforcement strategy. This committee will comprise representatives from key partners including but not limited to:

- Department of Ecology – NDZ Water Quality Program and Spills Program
- Department of Fish and Wildlife
- USCG
- Potential local law enforcement representatives

Actions of the committee will include identifying current and necessary enforcement authorities and mechanisms, identifying any potential laws, rules, or regulations changes, evaluating current enforcement approaches and logistics, and working to develop and implement an overall enforcement strategy.

Vessel Sewage Education Campaign

Equipping partners with key messages and tools will make it easier for partner organizations to more effectively engage and educate boaters about NDZ. This strategy involves using *community based social marketing principles* to research and develop a vessel sewage education campaign that emphasizes the pollution problem caused by sewage and how vessel operators can properly dispose of their waste. The social science research will enable us to test messages and create educational materials tailored to specific target audiences.

Implementation Actions:

- Core team conducts formative research to identify barriers and motivators.
- Develop and conduct testing of campaign messages and materials and make refinements.
- Develop an NDZ slogan to be used in all branded products.
- Using these messages and themes, produce a multi-media NDZ education campaign to heighten awareness about the pollution problem and to urge boaters to use the pumpout stations.
- Develop messages and customizable educational tools to ensure flexibility that will allow each organization to deliver the message in its own way.
- Establish a NDZ identity and a signature look on all resources associated with NDZ education.
- Develop template-type outreach/media resources that could easily be adapted.
- Develop messages on vessel sewage deterrence including enforcement strategies.
- Work with partners to implement the campaign, evaluate and make improvements.

GPS linked app with NDZ area and pumpout stations

A GPS linked NDZ app will enable boaters to know when they are in the No Discharge Zone, and where to find the nearest pumpout stations and much more.

Implementation Actions:

- Conduct research with vessel operators to identify what information and technology is needed.
- NDZ Core team working with partners will conduct research on applicable existing app and what technology is feasible. Some options include: Washington Water cruiser App, Washington State Recreation and Conservation office's app with pumpout locations etc.
- Work with IT to design, build and test app or expand on existing app (include NDZ location and ways to report non-working pumpouts).
- Develop content and necessary information and test app.
- Launch and push app to target audiences.
- Manage and maintain app.
- Promote app with the boating community.

No Discharge Zone story map

Story mapping is an innovative way to integrate maps, video, photos and more into a narrative on the web. The story map tool helps visually tell the NDZ story, show the locations of the pump out station and actively engage the audience through the web.

Implementation Actions:

- Develop a story map showing the pumpout stations on the NDZ websites.
- Link existing videos and/or create and post online a video on how to pump out.
- Share tool with partners to use in their education and outreach.
- Provide links to educational materials.
- Promote story map with the boating community.

Social Media

Using social media is a good way to meet our target audiences online. Social media is a two-way communication tool. It requires a well-thought-out plan and a balance of pushing out relevant information and engaging in the online conversations. We will develop a coordinated, consistent campaigns for Twitter, Instagram, Facebook and other platforms to engage the target audiences.

Implementation Actions:

- Develop and provide sample social media content to partners and stakeholders to use to promote NDZ through their social media accounts, including template tweets and Facebook posts.
- Create editorial calendar to guide tweets, posts and digital content to push out through social media.
- Coordinate serial social media activities, such as re-Tweets, shares and re-posts.
- Push out steady stream of NDZ facts and visuals that are easily understood and interesting to boaters.
- Leverage well-known boater community opinion leaders who can deliver the message credibly.
- Create a unique hashtag such as #NDZ or #PSNDZ to use in all social media activity.
- Encourage boaters to share their experiences and promote NDZ messages.
- Evaluate social media efforts and make improvements.

Notifications to vessel groups and associations

We'll work with existing vessel associations to send out NDZ messages, if they are interested. Partners will be provided template language to customize and use in their newsletters, listservs and outreach materials. Face-to-face presentations at vessel association meetings will provide an opportunity to deliver NDZ messages, answer questions, and clarify any confusion. We will hold community meetings to discuss the NDZ requirements and provide speakers for vessel group meetings such as Harbor Safety meetings.

Implementation Actions:

- Provide information and/or attend vessel group and association meetings or ask to be included in notifications to deliver NDZ messages.
- Provide articles for use in association newsletters.
- Send informational emails to association members with information/links.
- Provide opportunity for face-to-face meetings with individuals or groups to talk about NDZ, answer questions, and clarify information.

Include NDZ information in vessel registration renewal paperwork

Work with the Department of Licensing to include NDZ information sheet in the vessel renewal paperwork.

Implementation Actions:

- Create information sheets.
- Provide engaging and easy-to-use content and educational materials, based on messaging research.

Engage the media

Providing consistent information to the media will help in the effort to reach many boaters. An effective media approach will entail engaging a variety of media outlets. The aim is to provide information that is easy for the media to communicate to their audiences.

Implementation Actions:

- Engage Ecology's communication managers to develop communication plans and messages.
- Coordinate with communications managers or point-of-contact people at partner agencies.
- Identify and train spokespeople who can speak knowledgably about NDZ with reporters and bloggers.
- Identify key stakeholders, partners and others who can serve as spokespeople and provide talking points.
- Provide engaging and easy-to-use content to our partners.
- Tell the NDZ story.
- Issue regular updates - keeping the media up to date on implementation.

Informational signs at boat launches and marinas

We will work with partners to post signs/maps featuring key facts about NDZ requirements and pump out stations locations at marinas and boat launches.

Implementation Actions:

- Identify key partners and locations for signage.
- Design and test signs with key messages.
- Print and post informational signs.

Educate employees who interact with boaters

Agency employees who interact with boaters as part of their daily work should also be prepared to answer basic questions and direct individuals to the NDZ website and apps. It is important to engage these employees from the beginning of the implementation period to ensure that they are familiar with the NDZ law and the available education, outreach and enforcement resources.

Implementation Actions:

- Create a one pager about NDZ and available resources for partners to share with frontline employees in their organizations.
- Identify and engage employees who interact with boaters as part of their daily work.
- Brief frontline employees about NDZ requirements and available resources and give them educational resources to share with boaters.

No Discharge Zone website

Web site resources make it easy for target audiences to find useful and consistent information online. We will update and use the existing NDZ website as a channel to deliver tailored content and information and encourage partners to link to this website. We will also include information about the No Discharge Zone on the [Puget Sound Starts Here](#) website.

Implementation Actions:

- Update and post educational resources on NDZ website.
- Crosslink/cross promote web page on other partner websites and social media platforms.
- Establish device-detect features to jump small-format devices to m-dot sites.

Include NDZ in Puget Sound Starts Here campaign

[Puget Sound Starts Here](#) (PSSH) Puget Sound Starts Here is a broad umbrella campaign focused on promoting “Sound-healthy” behaviors. It is a partnership effort of cities, counties, state and federal agencies, nonprofit groups and local organizations dedicated to improving water quality and aquatic habitat in the Puget Sound region. The coalition promoting Puget Sound Starts Here

includes Stormwater Outreach for Regional Municipalities (STORM), Education Communication & Outreach Network (ECONet), Department of Ecology, Puget Sound Partnership and other state agencies around Puget Sound.

We will work with these partners to find ways to integrate NDZ messages into the Puget Sound Starts Here outreach efforts.

Implementation Actions:

- Attend PSSH committee, STORM and ECONet meetings and present NDZ information.
- Work with partners to find ways to integrate NDZ messages into their outreach efforts.
- Link PSSH to the NDZ website and post relevant messages on the Puget Sound Starts Here website.
- Provide educational materials to PSSH partner organizations.
- Evaluate implementation and make improvement.

Information booths at boating events

We will conduct additional outreach activities such as tabling at boating events and other events to provide information about the NDZ. Some of these events include but not limited to:

- Seattle Boat Shows
- National Marina Day (June)
- Clean Marina Award event
- Clean Green Boating Festival
- Opening day
- Wooden Boats Port Townsend
- Pacific Expo
- Pacific Coast Congress of Harbor Masters
- Washington Public Ports Association (WPPA) events
- Summer Sea Fair
- Lake Union 4th of July

Implementation Actions:

- Coordinate with partners who attend these events and have educational display booths.
- Provide educational resources to share with boaters.
- Work with the organizers to host NDZ informational booth at boating events.

Potential overarching messages

The overarching messages represent the framework within which other communications will be organized. These messages will be tested and refined through the social marketing process to ensure that they resonate with the target audiences. Some potential messages could include:

- Thousands of boaters can help us make a difference for Puget Sound.

- It's easy to do the right thing.
- Eliminating discharges – which are comparatively simple to stop – in the NDZ will help relieve pollution pressure on Puget Sound, in concert with other efforts to curtail less-easily-controlled pollution sources continue.
- More than 80 NDZs have been established in 26 states, to address pollution problems. Till now, there have been no NDZs in Washington State.
- Puget Sound is a sensitive inland sea that has poor flushing. It is prone to bacteria and dissolved oxygen problems that affect shellfish resources and aquatic life.
- Boats go near and even in sensitive water bodies such as shellfish growing areas, sensitive habitats and beaches.
- Marine sewage discharges threaten our food and our economy. People can get sick from eating shellfish that are polluted with bacteria from boaters' waste discharges. Unhealthy shellfish threaten both our recreational and commercial shellfish industries that contribute millions to our state's annual economy.
- Sewage discharges, even by a small number of vessels in small quantities can cause pollution that can be a problem of particular concern over or near shellfish beds.
- There are more than 115 stationary and mobile pumpouts available to recreational vessels, and more pumpouts continue to be added or upgraded in popular boating locations.
- In addition to the education and outreach approach, a NDZ will have an enforcement component as a tool to prevent and respond to violations.

To truly reach key audiences, additional messages and appropriate tools will be developed to speak to their interest, concerns and values.

Audiences	Potential Message	Potential Tools	Desired Results
Commercial Boaters	Hold sewage, treated or untreated, while in the NDZ and either use a pump-out facility or discharge outside of the NDZ and beyond three miles		Comply with NDZ
Recreational Boaters	Hold sewage within the NDZ and use pump-out facilities or discharge outside of the NDZ and beyond three miles.		Comply with the NDZ requirements

	Recreational boaters with a Type I or Type II MSD should add a holding tank and not discharge any treated or untreated sewage until outside of the NDZ.		
Small – mid size vessel owners	Tug Boats, resident commercial fishing vessels and small overnight passenger vessels that do not already have Type III MSD are potentially likely to be exempt for 3-5 years effective from the date of the NDZ.		Comply with the NDZ requirements
Marinas and pumpout facilities	Collect sewage from pumpout stations to land-based treatment and help educate vessel operators.		Boaters receive constructive NDZ information from trusted authorities.
Internal stakeholders –frontline employees	Help educate boaters	PowerPoint, Email update, Fact sheet,	Boaters know where to find NDZ resources
Implementation partners	Help educate boaters	Online clearing house with educational resources, Templates, social media posts etc...	Speak with one consistent voice and share uniform messages. Help with getting the message out and educating boaters
Media		Talking points Social media posts, Blogs	People understand the purpose of the NDZ, boaters get reinforcing messages about it, people see it in context with other programs that protect water quality, esp. WWTPs, MS4, rural FC control initiatives

Potential implementation partners

Partners have the ability and resources to influence key target audiences through their education and outreach efforts. Implementing this strategy with partners is fundamental to its success. The list below does not represent the full breadth of our partnerships. Potential partners include:

Potential Partners	Focus Area	Resources
Washington Sea Grant	Pumpout Washington program, works with USCG auxiliary volunteers (spill kits), and participates in boat shows. http://pumpoutwashington.org/	Interactive mobile device google map . Mobile pumpouts. Video on how to use adapters, messaging with adapter kits and Boaters Survey.
US Coast Guard	http://www.uscgboating.org/	Boating safety mobile app
Puget Sound Partnership	Puget Sound Action Agenda	Education Communication and Outreach Networks. (ECONets)
Washington State Parks	Boater education, pumpout stations, Volunteer program for waterfront.	Website, social media, CVA grants – RCO Washington water cruiser app: http://watercruiser.smartmine.com/#HomeScreen
Washington Department of Health	Monitoring in marinas and shellfish areas, liaison with MRCs, Beach Program.	Shellfish program, BEACH program
Washington Department of Fish and Wildlife	Fishing, shell fishing enforcement program, whale enforcement (whale watchers), Works with State Parks.	Interactive website, role in signage, fishing regulation brochure – massive distribution, annual in-service training.
Department of Natural Resources	Manages state owned aquatic lands, aquaculture regulator	
County Health Departments		
Puget Sound Keepers Alliance	Clean Marina Program, Dock Walker program, Outreach at boating events like National Marina day, Clean Marina Award, Opening day, Pacific Expo and Summer Sea Fair.	Clean Boating Guide (every 2-3 years) could do another with grant money, on-line and published documents, Resource Manual for Pollution prevention.
Futurewise	Shoreline property owners program, education program	Social marketing, surveys, articles, newsletters.
Ports Associations		
Park Departments		
Department of Licensing	Vessel Registration	Mailings, website.

Shellfish industry		
Tribes- Northwest Indian Fisheries Commission		
Stormwater Outreach for Regional Municipalities (STORM) group	Education and outreach programs	Puget Sound Starts Here Campaign
Washington State Ferries		
NOAA		
Northwest Marine Trade Association	http://www.nmta.net/home.asp	Doing a clean green boat yard program
Envirostar Clean Green Marina	http://www.envirostars.org/	
Marina Associations		Lease agreements
Orca Network		
Sea-Dock society		
Whale watchers/Clipper, ferries		
USCG Auxiliary Sector Puget Sound	Volunteer group-inspect commercial vessels	
Power Squandrons	Teach Boater education classes	boater card education
Washington Ferries		Advertising
Surfrider Foundation		
Liveboards Association and marina registration		Newsletters
Vessel Association		
Ports (Seattle, Tacoma)		
Marina Operators	Billings, Newsletters	
Marine Resource MRCs		
Pumpout Companies		
Dock Captains		
Marine Boat builders		
Immigration		
Whale Museum		
Diver Groups		
Beach Watchers		
Friends of the Earth	Ask for support	Outreach to Washington Ports Association, Dock captain on Liveaboard, Liveaboard associations, Liveaboard registration office and West Marine Fisheries supply.
Tribal Shellfish Growers		

Enforcement strategy

Active and extensive enforcement will not be the central strategy to successful implementation of a NDZ in Puget Sound, yet the NDZ does need to be enforceable to be effective. Initial strategies include:

- Evaluate enforcement authority strategies. Determine which entities will conduct enforcement.
- Evaluate fine amount strategy and where penalty money would go to.
- Evaluate the legislative work to be done for enforcement authority and fines.
- Evaluate a formal agreement with EPA and USCG for NDZ authorities (if necessary).
- Consider existing resources and capacities, existing authorities and expansion, boater legal rights and other strategies.

Evaluating plan success

Measuring this plan's success will require a blend of different metrics and considerations – some qualitative, some quantitative – depending on the tools and strategies.

- Were the strategies identified in the plan implemented?
- Were the education and outreach tools and resources identified in this plan developed and broadly shared with partners?
- Were the implementation partners successful in reaching the target audiences?
- Are key audiences more aware of NDZ requirements?
- Is it easier for key audiences to support NDZ?
- Are boaters complying with the NDZ requirements? Are they using the pump out stations?

Long-term measurement for the success of NDZ implementation would include evaluating the following:

- Is there an increase in black water pump out?
- Is there a reduction in marina closures?
- Are more shellfish beds open?

Implementation Actions:

- Develop and implement an evaluation strategy to assess success.
- Evaluate implementation and make improvement.

Conclusion

The implementation of the NDZ represents a shift from existing federal regulations in Puget Sound. It is important for boaters to have a clear understanding of what NDZ law requires, the reasons for the NDZ and the locations of pump out facilities. This implementation strategy provides a clear plan for a coordinated education, outreach and enforcement program to achieve the NDZ goals in Puget Sound.