

Bay Area Shorelines & Waterways

Sixty strategically placed displays provide a unique, cost-effective opportunity to reach all those most interested the Bay Area's shorelines and waterways. Tourists, boaters, bike riders, water-sport enthusiasts, nature lovers and the general public will see and use these displays. People viewing these displays are in a relaxed frame of mind and looking for things to do and see. It's a very cost effective way to promote your shoreline business or reach out with a sustainability message.

60 WATERFRONT LOCATIONS 23 month period

- * Individual locations not guaranteed
- Berkeley Marina
 - Shorebird Center (Berkeley)
 - Seabreeze Market (Berkeley)
 - REI (Berkeley)*
 - Marina Bay (3) (Richmond)
 - Oakland-Alameda Ferry (JLS)
 - Brotzeit Lokal (Oakland)
 - Jack London Square (Oakland)
 - USS Hornet (Alameda)
 - Encinal Boat Launch (Alameda)*
 - Grand Street Boat Launch (Alameda)*
 - Shoreline Park (Alameda)*
 - Grand Marina (Alameda)
 - Ballena Isle Marina (Alameda)
 - Marina Park (San Leandro)
 - Suisun City Marina
 - Suisun City Boat Launch
 - Belden's Landing (Suisun Marsh)*
 - Benicia Marina
 - First Street Pier (Benicia)
 - Ninth Street Park (Benicia)
 - Vallejo Waterfront (2)
 - Vallejo Ferry Terminal
 - Martinez Waterfront
 - Pittsburg Marina (2)*
 - Treasure Island Sailing Center*
 - South Beach Waterfront (SF) (2)
 - Pier 40 (SF)
 - Fisherman's Wharf (Scoma Way)
 - Pier 23 Cafe (SF)
 - Marina Green (SF) (2)
 - Marina Park (2) (Emeryville)
 - Port of Redwood City (2)
 - Brisbane Waterfront (3)
 - Oyster Point Marina
 - Coyote Pt. Marina (San Mateo)
 - Coyote Pt. Co. Park Beach (San Mateo)
 - Seal Point Park (San Mateo)
 - Baylands Nature Preserve (Palo Alto)
 - Alviso County Park (San Jose)
 - Petaluma Marina*
 - Strawberry Cove Park (Marin Co.)
 - Harbor Cove Park (Marin Co.)
 - Schoonmaker Pt. (Sausalito)
 - Bicycle Odyssey (Sausalito)
 - Sea Trek (Sausalito)
 - Bay Model (Sausalito)
 - Scoma's Restaurant (Sausalito)
 - Golden Gate Market (Sausalito)
 - Loch Lomond Marina
 - 101 Surf Sports (San Rafael)
 - McNear's Beach Park (San Rafael)
 - China Camp State Park
- * New Location

Sustainability Theme

Over 1 Million Viewers*



60 Outdoor Displays All Around the Bay!
Reach the Bay Area's shoreline and waterway enthusiasts

Sponsor Logo and Map Message: \$8,200

60 prime locations • 23 month period • 3" tall by 3" wide formatted space

Optional: Generic paragraph of your choice including agency website/contact OR 3-line listing/locator

Cost effectiveness: Estimated viewers: 1,050,000* • Cost per viewer: less than a penny • \$357 per month
* based on an average of 25 viewers per day, per display

Listing and Locator: \$1,960

3-line listing with 1 locator • Works out to \$85 per month • Locates your business directly on map

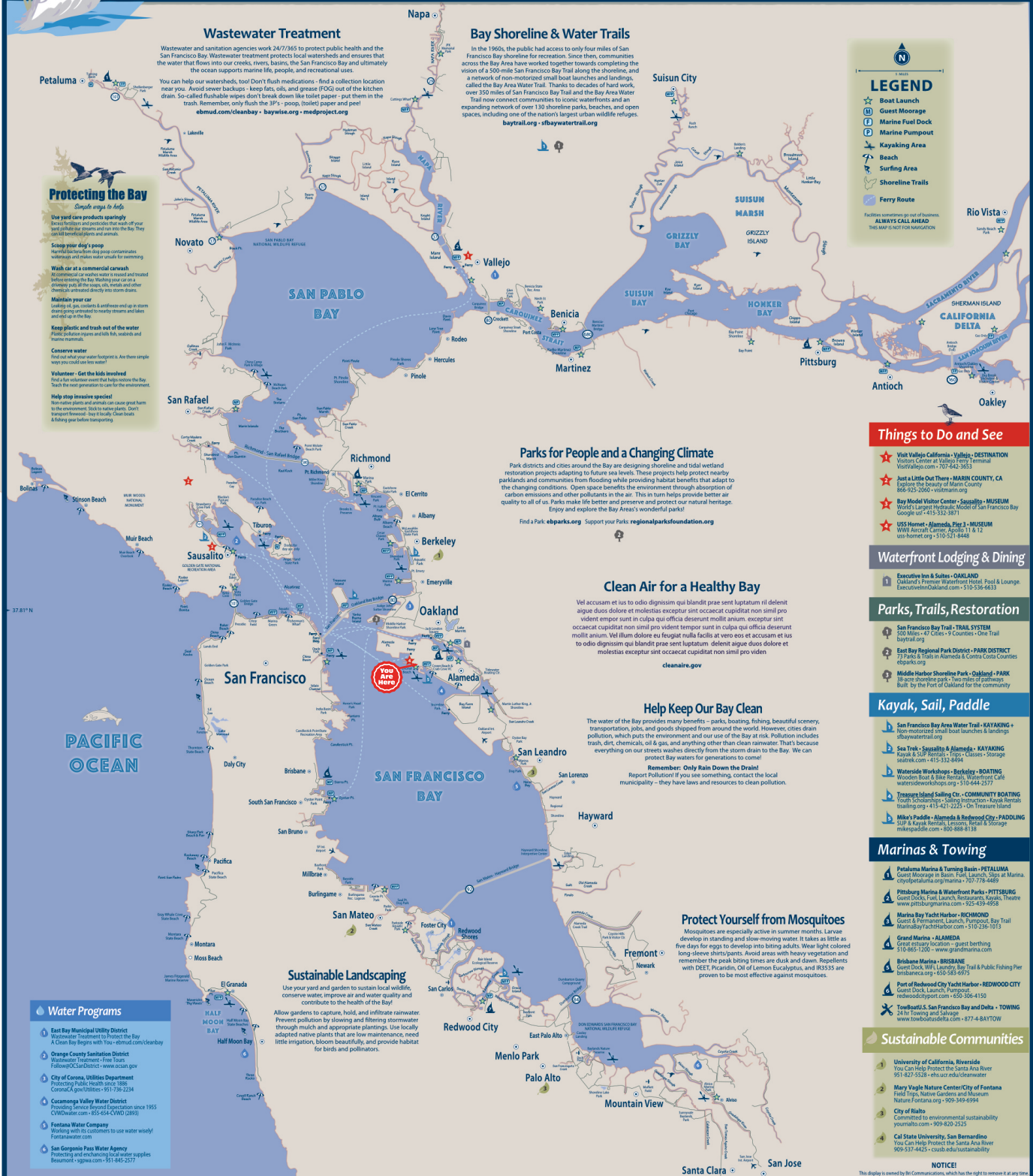
For more information call Paul Sherwin at 206-378-1055 or email paul@bricomm.com
Bri Communications • www.bricomm.com

See page 2 for new display →



Bay Area Shorelines & Waterways

EXPLORATION • CONSERVATION • RESTORATION



Wastewater Treatment

Wastewater and sanitation agencies work 24/7/365 to protect public health and the San Francisco Bay. Wastewater treatment protects local watersheds and ensures that the water that flows into our creeks, rivers, bays, the San Francisco Bay and ultimately the ocean supports marine life, people, and recreational uses.

You can help our watersheds. Don't flush medications - find a collection location near you. Avoid sewer backups - keep fats, oils, and grease (FOG) out of the kitchen drain. So-called flushable wipes don't break down like toilet paper - put them in the trash. Remember, only flush the 3 P's - poop, toilet paper and pee! ebmd.com/cleanbay • baywises.org • medproject.org

Bay Shoreline & Water Trails

In the 1960s, the public had access to only four miles of San Francisco Bay shoreline for recreation. Since then, communities across the Bay Area have worked together towards completing the vision of a 500-mile San Francisco Bay Trail along the shoreline, and a network of non-motorized small boat launches and landings, called the Bay Area Water Trail. Thanks to decades of hard work, over 350 miles of San Francisco Bay Trail and the Bay Area Water Trail now connect communities to iconic waterways and an expanding network of over 130 shoreline parks, beaches, and open spaces, including one of the nation's largest urban wildlife refuges. baytrail.org • sfbaywatertrail.org

Protecting the Bay

Simple ways to help

Use your car products sparingly
Save fuel and avoid toxic fumes that pollute the Bay. They can kill beneficial plants and animals.

Scrap your dog's poop
Haul it to a dog waste disposal station or use a dog waste disposal bag and take it home. It can pollute the Bay.

Wash car at a commercial carwash
It's economical and avoids toxic runoff from your driveway. Wash your car at a commercial carwash. Use a brush and water. Don't use automatic car washes. Chemicals can pollute the Bay.

Maintain your car
Leaking oil, gas, coolant, and antifreeze end up in storm drains, which empty into nearby streams and oceans and end up in the Bay.

Keep plastic and trash out of the water
Plastic pollution injures and kills birds, seals, and marine mammals.

Conserve water
Reduce water use. Fix leaks. Are there single-use water bottles? Are there single-use water bottles? Are there single-use water bottles?

Volunteer - Get the kids involved
Take a volunteer action day to help restore the Bay. Take the next generation to care for the environment.

Help stop invasive species!
Non-native plants and animals can cause great harm to the environment. Stick to native plants. Don't transport firewood. Buy it locally. Clean boats & fishing gear before transporting.

Parks for People and a Changing Climate

Park districts and cities around the Bay are designing shoreline and tidal wetland restoration projects adapting to future sea levels. These projects help protect nearby parklands and communities from flooding while providing habitat benefits that adapt to the changing conditions. Open space benefits the environment through absorption of carbon emissions and other pollutants in the air. This in turn helps provide better air quality to all of us. Parks make life better and preserve and protect our natural heritage. Enjoy and explore the Bay Area's wonderful parks!

Find a Park: ebparks.org Support your Parks: regionalparksfoundation.org

Clean Air for a Healthy Bay

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cleanair.gov

Help Keep Our Bay Clean

The water of the Bay provides many benefits - parks, boating, fishing, beautiful scenery, transportation, jobs, and goods shipped from around the world. However, cities drain pollution, which puts the environment and our use of the Bay at risk. Pollution includes trash, dirt, chemicals, oil & gas, and anything other than clean rainwater. That's because everything on our streets washes directly from the storm drain to the Bay. We can protect Bay waters for generations to come!

Remember: Only Rain Down the Drain!

Report Pollution! If you see something, contact the local municipality - they have laws and resources to clean pollution.

Sustainable Landscaping

Use your yard and garden to sustain local wildlife, conserve water, improve air and water quality and contribute to the health of the Bay! Allow gardens to capture, hold, and infiltrate rainwater. Prevent pollution by slowing and filtering stormwater through mulch and appropriate plantings. Use locally adapted native plants that are low maintenance, need little irrigation, bloom beautifully, and provide habitat for birds and pollinators.

Water Programs

- East Bay Municipal Utility District Wastewater Treatment to Protect the Bay. A Clean Bay Begins with You. ebmd.com/cleanbay
- Orange County Sanitation District Wastewater Treatment - Free Tours. Followed by a Clean Bay. www.ocsan.gov
- City of Corona, Utilities Department Protecting Public Health since 1886. www.corona.ca.gov 951-739-2124
- Cucamonga Valley Water District Providing Superior Environmental Stewardship since 1955. www.cvwad.com 951-654-6700
- Fontana Water Company Working with its customers to use water wisely! fontanawater.com
- San Gabriel Pasa Water Agency Protecting and enhancing local water supplies. www.sgpwa.com 951-846-2577

Things to Do and See

- Visit Vallejo California - Yellow - DESTINATION Visitors Center at Valdez Ferry Terminal. www.vallejocalifornia.com 707-442-9653
- Just a Little Out There - MARIN COUNTY, CA Explore the beauty of Marin County. www.marincounty.org 800-825-2900 • www.visitmarin.org
- Bay Model Visitor Center - Sausalito - MUSEUM World's Largest Hydraulic Model of San Francisco Bay. www.sausalito.org 415-332-3871
- USS Hornet - Alameda, Pier 3 - MUSEUM WWII Aircraft Carrier. www.uss-hornet.org 415-761-8448

Waterfront Lodging & Dining

- Executive Inn & Suites - OAKLAND Oakland's Premier Waterfront Hotel, Pool & Lounge. www.executiveinn.com 510-539-6633

Parks, Trails, Restoration

- San Francisco Bay Trail - TRAIL SYSTEM 200 Miles - 47 Cities - 6 Counties - One Trail. baytrail.org
- East Bay Regional Park District - PARK DISTRICT 77 Parks in Alameda & Contra Costa Counties. ebparks.org
- Middle Harbor Shoreline Park - OAKLAND - PARK 38-acre shoreline park. Two miles of pathways. Built by the Port of Oakland for the community.

Kayak, Sail, Paddle

- San Francisco Bay Area Water Trail - KAYAKING + Non-motorized small boat launches & landings. sfbaywatertrail.org
- Sea Trek - Sausalito & Alameda - KAYAKING Kayaks & SUP Rentals. www.seatrek.com 415-332-8494
- Waterwise Workshops - Berkeley - BOATING Woodrow East & Mike Bernick. www.waterwise.org 510-444-2577
- Tranquil Island Sailing Co. - COMMUNITY BOATING Youth, School Groups, Training, Instruction, Kayak Rentals. www.tranquilisland.com 415-423-2222 • www.tranquilisland.com
- Miles & Paddles - Alameda - KAYAKING - PADDLING SUP & Kayak Rentals, Lessons, Retail & Storage. www.milesandpaddles.com 800-868-8138

Marinas & Towing

- Petaluma Marina & Training Basin - PETALUMA Guest Moorage in Marina. Fuel, Launch, 300+ ft Marina. www.petalumamarina.com 707-778-4469
- Pittsburg Marina & Waterfront Parks - PITTSBURG Guest Dock, Fuel, Launch, Restaurants, Kayaks. www.pittsburgmarina.com 925-439-4958
- Marina Bay Yacht Harbor - REDWOOD CITY Guest Dock, Fuel, Launch, Pumpout, Bay Trail Marina. www.marina.org 510-236-1013
- Grand Marina - ALAMEDA Great estuary location - guest berthing. www.grandmarina.com 510-465-1200
- Brisbane Marina - BRISBANE Guest Dock, WiFi, Laundry, Bay Trail & Public Fishing Pier. www.brisbanemarina.com 555-556-9973
- Port of Redwood City Yacht Harbor - REDWOOD CITY Guest Dock, Launch, Pumpout. www.portofredwoodcity.com 415-966-4150
- Towboat U.S. San Francisco Bay and Delta - TOWING 24 hr Towing and Salvage. www.towboatusa.com 877-4-BAYTOW

Sustainable Communities

- University of California, Riverside You Can Help Protect the Santa Ana River. www.santariver.org 951-827-5528 • ehs.ucr.edu/clearwater
- Mary Magie Nature Center/City of Fontana Protecting and enhancing local water supplies. www.marymagienaturecenter.com 909-349-0994
- City of Rioja Committed to environmental sustainability. www.cityofrioja.com 909-820-2525
- Cal State University, San Bernardino You Can Help Protect the Santa Ana River. www.calstate.edu/santariver 909-337-4425 • csu.edu/santariver

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Logos and contact information for partner organizations: East Bay Regional Park District, EBMD, City of Santa Ana, San Francisco Bay Area Water Trail, Orange County Stormwater Program, CASA, Port of Oakland, Dump at the Pump!, Bay Area Mosquito Control Districts, and Caltrans.