

# Bay Area Shorelines & Waterways

These highly visible displays offer a unique and easy way to partner and share costs with other government agencies and non profits. Reach over one million active viewers with a positive, solution-oriented message to raise public awareness of our local waterways. The cost per viewer is around one penny!

Over 1 Million Viewers\*



Yee Tock Chee Park, Sausalito

60 Great Locations All Around the Bay!

## 60 WATERFRONT LOCATIONS 23 month period

- \* Individual locations not guaranteed
- Berkeley Marina
  - Shorebird Center (Berkeley)
  - Seabreeze Market (Berkeley)
  - REI (Berkeley)
  - Waterside Workshops (Berkeley)
  - Marina Bay (3) (Richmond)
  - Barbara & Jay Vincent Park (Richmond)\*
  - Ensemble Restaurant (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 (2) (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)
  - Sardine Can (Vallejo)
  - Vallejo Ferry Terminal
  - Martinez Waterfront (2)
  - Pittsburg Marina (2)
  - Antioch Marina \*
  - Treasure Island Sailing Center
  - South Beach Wft/Oracle Park (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 (2)
  - Oyster Point Marina
  - Coyote Pt. Marina (San Mateo)
  - Coyote Pt. Co. Park Beach (San Mateo)
  - Seal Point Park (San Mateo)
  - Alviso County Park (San Jose)
  - Petaluma Marina
  - Strawberry Cove Park (Marin Co.)
  - Harbor Cove Park (Marin Co.)
  - Schoonmaker Pt. (Sausalito)
  - Sea Trek (Sausalito)
  - Bay Model (Sausalito)
  - Yee Tock Chee Park (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

### Sponsor Logo and Map Message: \$12,600

60 prime locations • 23 month period • 3" tall by 3" wide formatted space • Only 6 available

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: about one penny • \$547 per month  
\* based on an average of 25 viewers per day, per display

### Listing and Locator: \$2,360

3-line listing with 1 locator • Works out to \$103 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

When you flush a toilet, wash dishes, or take a shower, that water flows through sewers to a wastewater treatment facility where it is cleaned before entering the Bay. Clean water agencies operate more than 16,000 miles of sewers and over forty wastewater treatment facilities that collect and clean billions of gallons of water per year. This work is crucial to protecting the health of the Bay.

You can help! Don't flush unusual medications - find a collection location near you. Avoid sewer backups - keep cooking oil out of the kitchen drain, and don't be deceived by so-called flushable wipes that don't break down like toilet paper. Remember, only the 3 P's: poop, toilet paper, and pee! Learn more at [BayWise.org](http://BayWise.org).

### Protecting the Bay

**Complete sewage to help**  
Use yard care products sparingly. Avoid herbicides and pesticides that leach off your yard into the Bay. Wash your car at a car wash or in a driveway with the hose, sink, wash water, and chemicals drained directly into storm drains.

**Scoop your dog's poop**  
Remember to scoop your dog's poop and dispose of it properly. Use a bag and take it home. Do not dump it in the Bay.

**Wash car at a commercial carwash**  
Use a car wash to wash your car. Avoid washing your car at a driveway with the hose, sink, wash water, and chemicals drained directly into storm drains.

**Maintain your car**  
Leaking oil, gas, coolant, and antifreeze can cause pollution. Check your car regularly for leaks and get them fixed.

**Keep plastic and trash out of the water**  
Plastic pollution is a major threat to wildlife. Do not litter. Use recycling bins.

**Conserve water**  
Don't use too much water. Turn off the tap when brushing your teeth. Use water-saving devices.

**Volunteer - Get the kids involved**  
Find a volunteer event that helps restore the Bay. The Bay Area has many volunteer opportunities.

**Help stop invasive species**  
Non-native plants and animals can cause great harm to the environment. Don't release plants, don't transport firewood. Buy locally Clean Boats. Follow good boating practices.

### 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 300-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 scenic waterfronts 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](http://baytrail.org) • [fbaywatertrail.org](http://fbaywatertrail.org)

### Sustainable Landscaping

Your yard and garden can help 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 native plants that are low maintenance, need little irrigation, and provide habitat for birds and pollinators.

### The Importance of Wetlands

The San Francisco Bay is the largest estuary on the West Coast. During the 20th century, approximately 85% of its wetlands were lost to development, but the Bay is currently undergoing the largest tidal wetland restoration efforts on the West Coast. Wetlands provide habitat for more than 900 wildlife species and are among the most biodiverse ecosystems on the planet. Restored tidal marshes support communities by absorbing floodwaters and buffering against sea level rise, improving water quality and quantity, regulating and capturing greenhouse gasses, and providing outdoor recreational opportunities.

Find out more: [ducks.org](http://ducks.org)

### 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.

### LEGEND

- Boat Launch
- Guest Moorage
- Marine Fuel Dock
- Marine Pumpout
- Kayaking Area
- Beach
- Surfing Area
- Shoreline Trails
- Ferry Route

Facilities operated by other businesses. ALWAYS CALL AHEAD. THIS MAP IS NOT FOR NAVIGATION.

### Things to Do and See

- ★ Visit Vallejo California - Vallejo - DESTINATION Visitors Center at Sausalito Ferry Terminal. [vallejovisitors.com](http://vallejovisitors.com)
- ★ Just a Little Out There - MARIEN COUNTY, CA. Explore the beauty of Marin County. 800-923-2066 • [visitmarin.com](http://visitmarin.com)
- ★ Bay Model Visitor Center - SAUSALITO - MUSEUM World's Largest Hydraulic Model of San Francisco Bay. Google url: 415-289-9007

### Parks and Trails

- 1 San Francisco Bay Trail - TRAIL SYSTEM 200 Miles • 44 Cities • 9 Counties • One Trail. [baytrail.org](http://baytrail.org)
- 2 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

- h San Francisco Bay Area Water Trail - KAYAKING + Non-motorized small boat launches & landings. [fbaywatertrail.org](http://fbaywatertrail.org)
- b San Trail - Sausalito & Alameda - KAYAKING, Kayak & SUP Rentals • Paddles • Classes • Storage. [sausalitokay.com](http://sausalitokay.com) • 415-334-9494
- Waterside Workshops - Berkeley - BOATING, Wooden Boat & Bike Rentals, Waterfront Cafe. [watersideworkshops.com](http://watersideworkshops.com) • 510-444-2217
- Treasure Island Sailing Co. - COMMUNITY BOATING, Youth Scholarships - Sailing Instruction - Kayak Rentals. [tiscailing.com](http://tiscailing.com) • 415-437-2222. On Treasure Island.

### Marinas

- 1 Petaluma Marina & Turning Basin - PETALUMA. Guest Moorage in Basin, Fuel, Launch, Slip at Marina. [cityofpetaluma.org/marina](http://cityofpetaluma.org/marina) • 707-778-4889
- 2 Pittsburg Marina & Waterfront Parks - PITTSBURG. Guest Dock, Fuel, Launch, Restaurant, Pkwy, Theatre, Fishing Pier. [pittsburgmarina.com](http://pittsburgmarina.com) • 925-439-4958
- 3 San Harbor Marina Bay Yacht Harbor - RICHMOND. Guest & Pumpout, Launch, Pumpout, Bay Trail. [marinabysanharbor.com](http://marinabysanharbor.com) • 510-236-1013
- 4 Grand Marina - ALAMEDA. Great estuary location - guest berthing. 510-863-1200 • [www.grandmarina.com](http://www.grandmarina.com)
- 5 Safe Harbor Ballena Isle - ALAMEDA. Guest Slip, Fuel, Towing & Kayaking, Open, Walking Trail. [ballenaisle.com](http://ballenaisle.com) • 510-523-5238
- 6 Port of Redwood City Yacht Harbor - REDWOOD CITY. Guest Dock, Launch, Pumpout. [redwoodcityport.com](http://redwoodcityport.com) • 650-306-4150

### Boat Clubs & Towing

- ★ TowBoatU.S. San Francisco Bay and Delta - TOWING 24 hr Towing and Salvage. [www.towboatusa.com](http://www.towboatusa.com) • 877-4-BAYTOW
- ★ Freedom Boat Club - SAUSALITO & EMERYVILLE. Unlimited Boating at 450+ Locations Worldwide. [FreedomBoatClub.com](http://FreedomBoatClub.com) • 910-485-1804

### Clean Water Programs

- 1 City of Richmond. Restoring Our Bay One Ripple at a Time. [richmond.ca.gov](http://richmond.ca.gov)
- 2 East Bay Municipal Utility District - PUBLIC UTILITY. Wastewater Treatment to Protect the Bay. A Clean Bay Program with You. [www.emud.com/cleanbay](http://www.emud.com/cleanbay)



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