

# → SUSTAINABILITY STARTS AT THE SHORE

## PRACTICAL STEPS FOR MARINAS

For marina operators looking to modernize, sustainability is top of mind. It's an opportunity to build smarter operations, stronger brands, and healthier waterways.

It's also becoming a key factor in how boaters choose where to dock.

### ▶ MAKE SUSTAINABILITY SIMPLE (OR IT AIN'T GONNA HAPPEN)

Teams and boaters won't adopt practices that feel complicated. The key is reducing friction:

- Put recycling bins next to trash cans
- Start small (like aluminum can recycling)
- Provide tools (tarps, dustless sanders) instead of rules

### ▶ START WITH LOW-HANGING FRUIT

You don't need a massive overhaul to make an impact. Simple, visible actions build momentum and engagement over time. When sustainability feels achievable, participation increases across staff and boaters alike.

### ▶ STORMWATER IS THE BIGGEST AND MOST OVERLOOKED CHALLENGE

Marinas sit at a critical point in the ecosystem, being the last chance that any drop of water has to be treated before it enters a waterway. Runoff carries pollutants like oil, plastics, and debris—much of it from outside a marina's control. Even small improvements in runoff control make a meaningful difference.

### ▶ CULTURE > COMPLIANCE

Being a "clean marina" isn't about checking boxes... it's about embedding sustainability into everyday life on the dock. You can measure real impact by how your customers mirror the actions and practices of your team.

## STORMWATER TREATMENT CHECKLIST

- Keep drains clear of debris, trash, and sediment
- Install spill kits in fuel dock and service zones
- Use designated washdown areas to control runoff
- Sweep, don't spray, to avoid pushing pollutants into the water
- Cover sanding and maintenance work
- Check for leaks regularly
- Train your team on quick response for spills and runoff

**Sustainability helps your marina stand out, attract conscious boaters, and build a stronger future, one simple step at a time.**