CVAP
(Clean Vessel Assistance Program)

www.efc.ny.gov/CVAP

I&E (Information & Education)

PRINTED MATERIAL GUIDANCE

If the Scope of your project involves printed materials, there are certain submittals that will be required in the Final Application and during the course of the project. Failure to supply this information to the New York State Environmental Facilities Corporation (EFC) as required may result in loss of project funding if the final product does not meet the eligibility guidelines.

The main thrust of the material MUST be related to the Clean Vessel Act and the use of pumpouts, dump stations, pumpout boats, etc. Therefore, any banners, covers, or other print that draws the attention of the recipient must comply.

For example, the following would be acceptable:

KEEP OUR WATER CLEAN - USE PUMPOUTS
Supported by the Town of Cleanwater, Mr. Smith, Mayor…

The following would NOT be acceptable:

MAYOR GOODGUY OF THE TOWN OF CLEARWATER WANTS YOU TO KNOW…
Pumpouts are available in the Town and we encourage their use…

The printed material may then contain information that explains the importance of pumpout use, the local reason why it is so important (No Discharge Zone, shellfish beds, beach areas, etc.), general reasons why it is so important, listing of available pumpouts in the area, etc.

As the I&E material has two potential audiences, the owners/operators and the boater, the material may discuss the message your group/municipality is trying to convey to a group of marinas.

In order to receive the 75% grant funding, other boater or marina issues cannot be specifically targeted unless it is linked directly back to the pumpout issue. EFC reserves the right to pro-rate any project that is determined to contain information other than specific to pumpout use.

Printed material must contain all of the following:

1. Written credit for the grant program through the following verbiage:

   "This project was funded through a Clean Vessel Act grant provided by the NYS Environmental Facilities Corporation."

2. The EFC logo

3. The Sport Fish Restoration logo

4. The Universal Pumpout symbol somewhere in the publication where it is prevalent

Printed Material Submittals:

1. With the Final Application, a draft of the proposed material is to be provided.
2. When the final draft is completed, it must be submitted to EFC for review prior to proceeding. Once the final draft is approved, you may proceed with the printing process.
3. If any changes occur to the final after it has received EFC approval, it must be submitted for additional approval by EFC.
4. EFC is aware of deadlines and commitments involved and asks to be informed of any deadlines involved prior to our approval process. You are encouraged to plan ahead and submit your final draft and any changes to EFC well ahead of any deadlines. If there is a last minute change that requires prompt attention, please be sure to call and discuss with EFC staff in order to avoid delays.
5. A copy of the final product must be submitted with the request for reimbursement.