



**CVAP
(Clean Vessel Assistance Program)**

www.efc.ny.gov/CVAP

I&E (Information & Education)

WEBSITE MATERIAL GUIDANCE

If the Scope of your project involves creation or addition to a website, 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 or other print that draws the attention of the recipient must comply.

Website material for use in this grant is limited. The site may 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. This grant may be used for a pumpout link from an already established site, such as the home page of your organization. However, any links from this site must be strictly involved with pumpout use or local environmental issues that are of concern and which pumpout use will assist in improving or maintaining the quality of the environment.

I&E material has two potential audiences, the boater and the marina owners/operators. The website may contain information geared to both groups, so links may be established that will guide the boater to one set of information and the operators to another set of information.

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.

Your website 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

Website Material Submittals:

1. Provide a draft of the proposed web pages with the Final Application.
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 set-up and publishing of the website.
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, which are the actual printed pages, and the web address of the site must be submitted with the request for reimbursement.
6. As a reimbursement program, we can only pay the applicant for costs that have already been paid. If there is to be a monthly fee involved with making the site available, please check with your access provider and see if they will allow you to pay for several months or years in advance. Also, if you have contracted with another company for maintenance of the site, similar arrangements should be made. This will allow you to maintain the site for several years through a single grant request.
7. Websites are expected to be maintained for a minimum period of **three years**. Continual maintenance of the website is an eligible expense under this grant and subsequent applications may be submitted. Award of grants, however, cannot be guaranteed, as grants are based on availability of funds.

