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RE: NASBLA Final Grant Report - BUI Detection and Enforcement: Operation Dry Water Grant No. 1202.05

Dear Joe:

Below you will find the final grant project report for the NASBLA - Coast Guard Grant Agreement 1202.05. This report is for the period October 1, 2012 – September 30, 2013.

I. Narrative Performance Report

Operation Dry Water, a national awareness and enforcement campaign launched by the National Association of State Boating Law Administrators (NASBLA) in 2009 in partnership with the U.S. Coast Guard, puts thousands of local, state and federal marine law enforcement officers on the water just before the Fourth of July to spread awareness about the dangers of boating under the influence (BUI) and to facilitate heightened boating under the influence enforcement before a holiday known for drinking and boating – and fatal accidents.

Media and Public Outreach & Awareness

In an effort to increase media and public awareness around the issue of boating under the influence, the National Association of State Boating Law Administrators in partnership with the U.S. Coast Guard conducted its fifth Operation Dry Water (ODW) campaign June 28-30, 2013.

This nationwide education and enforcement effort addresses Strategy 6.5 of the National Recreational Boating Safety Strategic Plan, which calls for:

Conduct BUI Awareness and Enforcement Campaign –

Engage our nation’s marine law enforcement officers, boating safety partner organizations and the media in a nationwide campaign, which blends targeted enforcement of BUI laws with a measurable increase in public awareness about the risks associated with BUI. Such an effort should include:

1. Targeted outreach to marine law enforcement agencies and their officers to enhance participation and reporting.
2. Development and distribution of single-theme media and public awareness products for use on local, state and federal levels.
3. A tracking mechanism to quantify participation and to measure media exposure.
4. A method to evaluate changes in public awareness and perception of the BUI problem.

Media and Public Outreach & Awareness Preparation

Effective media outreach and public awareness for a national campaign such as Operation Dry Water depends on all stakeholders delivering a consistent message about the weekend and its objectives. NASBLA and Coast Guard media partners developed a range of outreach materials for use by all participating agencies including:

Media Outreach

- National press release
- Agency press release template for customization by agencies
- Customizable BUI fact sheet
- Talking points for agency spokespersons which presented this year’s ODW messaging
- ODW proclamation that agencies could use to encourage state/local governments to recognize the weekend
- An awareness checklist, including tips on how to conduct a successful campaign

Public Awareness

- Pre-scripted and customizable social media messages

- ODW branded flyers, posters, brochures, billboard image, print PSA and printable image for signage such as banners to be on display at docks, command posts and ODW outreach events

All tools are available on the Law Enforcement section of the Operation Dry Water website – www.operationdrywater.org – for easy accessibility by all participating local agencies.

Communications Coordination Calls

Coordination calls were made available for participating agencies to provide the information needed to conduct the campaign through enforcement as well as media and public outreach.

Beginners' and Best Practice Calls were offered to the ODW law enforcement audience. The beginners' calls were held for law enforcement officers and agency representatives who were new to the Operation Dry Water campaign. The calls covered the goals of the ODW campaign, an overview of available resources, and an explanation of the registration and reporting process. The Best Practice calls were facilitated calls that included a three-person panel of subject matter experts in the fields of saturation patrols, enforcement checkpoints, media relations, public outreach and judicial outreach.

Operation Dry Water Newsletter

NASBLA created and published an Operation Dry Water newsletter in the months leading up to ODW weekend and in the months following the conclusion of the campaign. This newsletter was distributed to the listed contact person(s) for every participating law enforcement agency, unit and station. The distribution list also included individuals who were involved or interested in the Operation Dry Water campaign. As of this report date, the Operation Dry Water newsletter distribution list consists of over 4,000 individuals.

The content of the newsletter covers:

- Campaign processes
- Campaign updates
- Announcements of coordination calls
- Media release distribution
- Agency registration and reporting updates

- Topical articles (e.g., Media outreach best practices, customizing your agency's ODW campaign, partnering with other law enforcement agencies)
- Final campaign numbers and reports

National Media Outreach

While participating law enforcement agencies concentrate their media outreach efforts locally, PCI Communications handled national media outreach on behalf of the Coast Guard and NASBLA. This included distributing media releases and making pitch calls to national radio, television and print outlets.

According to the media tracking service, between May 30 – September 17, 2013, Operation Dry Water generated:

- 782 unique television news stories
- 1056 unique online mentions, including social media sites
- 135 unique print articles
- 139 unique wire stories/hyperlink mentions

Notable major media coverage included ABC7 Good Morning Washington, DC Fox5, WTOP, and KOMU 8 (Missouri)

Judicial Outreach

An additional element of outreach focused on the judicial community – prosecutors, judges and hearing officers. With the development by NASBLA of the seated battery of standardized field sobriety tests (SFST) and the rollout through NASBLA's BUI training, we thought it important to include in our Operation Dry Water outreach a special effort to connect with officers of the court to assist law enforcement officers when they have BUI cases that have used the new seated SFSTs coming before the courts. This judicial outreach includes an eight-minute video explaining the new seated battery, a letter to judges, prosecutors and hearing officers, as well as scholarly articles and other information to better inform judicial officers who will be adjudicating BUI cases.

Law Enforcement Results

The law enforcement participation in the Operation Dry Water campaign continues to grow. Within the 513 participating agencies, units and stations reporting there were 6,219 officers who participated in heightened BUI awareness and enforcement across the nation. The trends we are seeing as the campaign enters its sixth year are

extremely encouraging. The campaign has consistently shown an increase in law enforcement participation and boater contacts over five years. The increase in the number of agencies and officers participating is testament to the interest and support the campaign is receiving from the law enforcement community.

	2013	2012	2011	2010	2009
Reporting	Final	Final	Final	Final	Final
Agencies/Units/Stations	513	505	447	175	N/A
Officers	6,219	4,519	3,687	2,708	2,442
Vessel Contacts	58,971	49,209	43,777	40,127	17,454
Boater Contacts	144,044	113,116	97,648	66,472	36,277
Citations	4,942	4,819	4,370	4,171	2,522
BUI	290	337	325	322	283
Safety Warnings	12,217	9,695	8,763	7,522	5,320
Highest BAC	.243 (KS)	.38 (MI)	.305 (MO)	.303 (KY)	N/A

Conclusion

Operation Dry Water has shown a significant impact in addressing the issue of drunken boating and is having the desired effect. Law enforcement officers made 290 BUI arrests during the three-day boating under the influence enforcement period, June 28-30, 2013. Officers from participating agencies made contact with more than 140,000 boaters as part of a national effort to heighten the public's awareness of the dangers of drinking while boating.

Since the launch of Operation Dry Water in 2009, the number of boating fatalities with alcohol named as a contributing factor has decreased from 19 percent to 17 percent of in the United States*. The partnership between NASBLA, the states and territories, the Coast Guard and hundreds of other local and federal agencies is making an impact on our waterways and raising public awareness of the dangers of boating under the influence. (*2012 U.S.C.G Recreational Boating Statistics)

II. Obstacles/Impediments