

## **Nonprofit Organization Grants:**

Coast Guard Office of Auxiliary and Boating Safety  
Recreational Boating Safety

Federal Grant Title: National Non-Profit Organization Grant Program  
Federal Agency: United States Coast Guard  
Funding Opportunity Number: DHS-USCG-2020-001  
Type of Funding: Cooperative Agreement  
CFDA Numbers: 97.012  
CFDA Descriptions: Boating Safety Financial Assistance

Grantee: American Canoe Association (ACA)  
Grant Number: 3320FAN112003  
Grant Title: Education through Geofencing -Phase II  
Period of Performance: 1 year grant

Award Amount: \$150,000.00

### **Summary:**

The proposed project, Education through Geofencing - Phase 2: Impacting the Life Jacket Wear Rate, is a unique endeavor which will leverage the blend of emerging technology as well as traditional research methods, as they pertain to calculating the national life jacket wear rate. Through a purposeful partnership between the American Canoe Association (ACA) and J.S.I. Research & Training Institute (JSI), this project will directly and tangibly measure the success of a strategic geofencing safety education campaign focused upon proper life jacket wear during on-water boating activities.

Geofencing is a direct-to-mobile, location-based information sharing technology which serves information to people based on their physical activities and the places they go. It's not simply based upon zip code, radius, or regional targeting, but rather it is the ability to serve information to people that walk inside of individual buildings, event grounds/locations, convention centers, conferences, or other specific physical places.

This project will use geofencing technology (via mobile ad networks) to send interactive media/messages to people via their mobile applications of choice. Over 600,000+ applications are compatible, such as:

- Social media platforms: Facebook, Instagram, Snapchat, etc.
- Real time information applications, i.e., 'The Weather Channel'
- Web browsers: Firefox, Safari, Google Chrome, Internet Explorer, etc.

The particular benefit of this project is the opportunity to directly measure the effects of the proposed education campaign and determine actual progress towards the intended goal of increasing the national life jacket wear rate. Should it be confirmed that this technologically enhanced approach to life jacket education does indeed have a positive effect on the wear rate, it can be said that additional efforts and resources utilized in this fashion will have a real and pronounced impact on the number of recreational boater lives spared and accidents avoided

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