

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-2014-001
Type of Funding: Cooperative Agreement
CFDA Numbers: 97.012
CFDA Descriptions: Boating Safety Financial Assistance

Grantee: National Association of Boating Law Administrators (NASBLA)
Grant Number: 3314FAN140210
Grant Title: BUI Awareness and Enforcement Campaign: Operation Dry Water

Award Amount: \$125,000.00

Synopsis:

This grant produces a coordinated, national campaign of Boating Under the Influence (BUI) awareness, detection and enforcement to reduce the number of alcohol-related accidents and fatalities and to foster a stronger and more visible deterrent to alcohol and drug use on the water. During Operation Dry Water, thousands of marine law enforcement officers from hundreds of local, state and federal law enforcement agencies, with assistance from boating safety partner organizations, amplify their outreach and awareness efforts and increase their level of enforcement of impaired boating laws as part of the joint national Operation Dry Water campaign. Law enforcement agencies and boating safety partner organizations have access to multiple awareness and outreach resources created and distributed by NASBLA through the Operation Dry Water website and ODW campaign communications.

National Recreational Boating Strategic Plan – Outreach, Awareness & Enforcement

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 seventh annual Operation Dry Water (ODW) campaign June 26-28, 2015.

This nationwide education and enforcement effort addresses Strategy 2.4, 2.5 and Strategy 6.5 of the National Recreational Boating Safety Strategic Plan, which calls for:

Strategy 2.4 – Deliver Branded Messages through Traditional Mass Media

Deliver branded campaign messages through traditional mass media that include television, radio, public service announcements, and print materials. Find effective ways to deliver messages that attract attention and change behavior. Test the campaign messages and the type of communications media to evaluate the effectiveness of the campaign to determine whether behavior changed. Coordinate with partners on priority messages and funding for those messages.

Strategy 2.5 – Deliver Branded Messages through Non-Traditional/New/Social Media

Use multiple social/causal marketing media (e.g. Internet, Facebook, Twitter, YouTube) designed to influence the behavior of various target audiences. Use available measures to track impressions and search for improved measures to test the campaign messages and the type of communications media to determine whether the campaign changed boaters' behavior.

Strategy 6.5 – 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.
5. Annual reporting of campaign activities

Targeted Outreach to Marine Law Enforcement

The Operation Dry Water campaign produced targeted outreach to marine law enforcement agencies and their officers to enhance participation and reporting.

Operation Dry Water Newsletter

NASBLA creates and publishes an Operation Dry Water electronic newsletter in the months leading up to ODW weekend and in the months following the conclusion of the campaign. This newsletter is distributed to the listed contact person(s) for every participating law enforcement agency, unit and station. The distribution list also includes individuals who are involved or interested in the Operation Dry Water campaign. As of this report date, the Operation Dry Water newsletter distribution list consists of nearly 8,000 individuals.

The content of the newsletter covers:

- Campaign processes
- Campaign updates
- 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

Presentations & Updates

- 2014 NASBLA Annual Conference
- 2015 NASBLA Boating Law Administrator Workshop
- 2015 NASBLA Annual Conference
- 2015 International Boating Water Safety Summit

Boating Under the Influence and Standardized Field Sobriety Training and Information

An additional element of the campaign's targeted outreach is focused on the enforcement and judicial (prosecutors, judges and hearing officers) communities. With the development by NASBLA of the seated battery of standardized field sobriety tests (SFST) and 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 is available on the Operation Dry Water website and includes an eight-minute video explaining the 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.

Single-Theme Media and Public Awareness Products

The Operation Dry Water campaign developed and distributed single-themed media and public awareness products for use on local, state and federal levels.

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 annual campaign, the heightened awareness and enforcement weekend and its objectives. NASBLA developed a range of outreach materials for use by all participating agencies and boating safety partners.

Media Releases and Branded Marketing Materials

Media releases and branded collateral are developed and marketed annually for the Operation Dry Water campaign at both the local and national levels. These products play a large and important part in the awareness and outreach efforts of the campaign.

These materials are marketed to law enforcement agencies, the media and the recreational boating public. All products and materials are available for download through the Operation Dry Water website. Additionally, the Operation Dry Water newsletter and the media tracking service which are used to distribute national press releases, contributes significantly to the national outreach of the campaign.

National Media Outreach

While participating law enforcement agencies concentrate their media outreach efforts locally, NASBLA handled national media outreach for the campaign. This included the tracking and distribution of media releases and media reports to radio, television and print outlets, and social media contacts. This also included the coordination of multiple radio interviews nationally with Operation Dry Water's national spokesperson.

National Media & Public Outreach Products

- National Campaign Press Kit PDF
- National Press Release
- National Fact Sheet
- Operation Dry Water Video PSA
- National Results Press Release

Law Enforcement Media & Public Awareness Products

Customizable Materials

- Agency Media Release
- Agency Fact Sheet
- Take the Pledge Media Release
- Implementing an ODW Campaign in your agency
- Talking Points
- Fast Facts
- Social Media Messages
- Promotional Activities
- Operational Resources

Printable Materials

- Flyers
- Posters
- Brochure
- Print PSAs
- Print Banner
- Checkpoint Flyers

Digital Materials

- Website Banners
- Facebook Cover Photo
- Billboard
- ODW Logos
- Video PSA

Public & Boating Safety Partner Media & Public Awareness Products:

For boating safety educators, media professional and boating safety partners.

Awareness Campaign

- Awareness Campaign Resources Kit - *PDF*
- Awareness Campaign Resources Kit - *Customizable*

Printable Materials

- Billboard
- Brochure
- Flyer
- Poster
- Print PSA
- Print Banner

Graphics

- ODW Facebook Cover Photo
- ODW Logo
- ODW Never Logo
- ODW State Logos
- Web Banners

All tools are available on the Operation Dry Water website – www.operationdrywater.org – for easy accessibility by all participating agencies, boating safety educators, boating safety partners and the recreational boating public.

Take the Pledge

The boating public is also encourage by the national campaign and participating agencies and partners to get involved in the Operation Dry Water campaign by going to operationdrywater.org and taking the pledge to NEVER boat under the influence. Boaters who take the pledge are showing their support and dedication to staying safe and sober while boating. Boaters will also find more information about boating under the influence and Operation Dry Water on the website.

Boaters who take the pledge are pledging to:

- Never drink and drive and boat.
- Never be intoxicated on a boat.
- Never be irresponsible.
- Never endanger others or myself.
- Never damage a boat
- Never risk injury or death.
- Never boat under the influence.

Law Enforcement Participation

The Operation Dry Water campaign tracked and recorded law enforcement participation.

Law Enforcement Results

In 2015, 582 local, state and federal agencies joined forces in every U.S. state and territory for the Operation Dry Water campaign. During the campaign's annual heightened awareness and enforcement weekend, **279 intoxicated boat operators were removed from our nation's waterways.** The three-day weekend took place nationwide June 26-28, 2015.

Again in 2015, Operation Dry Water enforcement activates was reported in all 56 U.S. states and territories. The campaign saw impressive participation and coverage nationally from local, state and federal law enforcement agencies. **A reported 125,087 recreational boaters were contacted during the three-day heightened enforcement weekend.** Law enforcement was out in force across the country not only removing hundreds of impaired boaters from the waterways, but also using the campaign as an opportunity to educate recreational boaters one-on-one. The greatest benefit of this campaign is that it gives law enforcement agencies across the country the opportunity to simultaneously keep the water safe by identifying and removed impaired boaters while also providing another opportunity to educate the boating public. Operation Dry Water's mission is a perfect compliment the goals and actions taken by law enforcement agencies to keep recreational boaters safe year-round.

Over the course of the Operation Dry Water weekend, **6,605 officers:**

- Made **278 BUI Arrests for both drugs and alcohol**
- Issued **17,942 citations and safety warnings**
- Made **57,402 vessel contacts**
- Made contact with **125,087 boaters**

	2015	2014	2013	2012	2011
Reporting	Final	Final	Final	Final	Final
Agencies/Units/Stations	582	585	513	505	447
Officers	6,605	6,961	6,219	4,519	3,687
Vessel Contacts	57,402	58,670	58,971	49,209	43,777
Boater Contacts	125,087	146,711	144,044	113,116	97,648
Citations	4,855	4,952	4,942	4,819	4,370
BUI	278	318	290	337	325
Safety Warnings	13,087	13,655	12,217	9,695	8,763
Highest BAC	.285 (WI)	.317 (CA)	.243 (KS)	.38 (MI)	.305 (MO)

Media exposure

The Operation Dry Water campaign tracked and recorded media exposure.

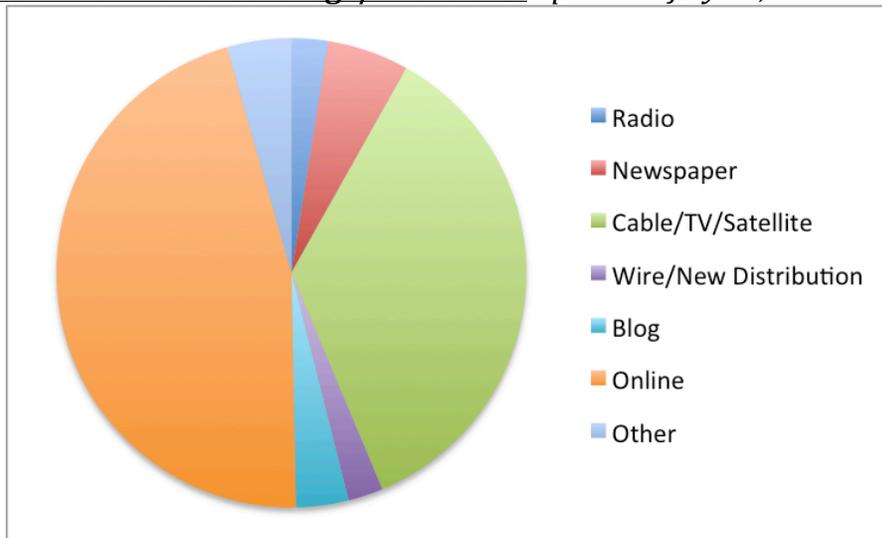
Media Results

NASBLA staff worked intensively with the states, other law enforcement agencies, boating safety organizations and the U.S. Coast Guard to develop and execute the Operation Dry Water marketing and media relations campaign. In 2015, Operation Dry Water succeeded in receiving local and national media coverage.

While the 582 participating law enforcement agencies, units and station concentrated their outreach and enforcement efforts locally, NASBLA focused on media coverage at the national level. Through these combined media relations and outreach efforts, the Operation Dry Water campaign generated a wide range of news coverage and publicity for increased awareness of BUI and other boating safety issues.

The following results reflect the national media tracking of traditional news media, online blogs and social media pertaining to Operation Dry Water 2015. The collection was conducted over a 14-week period covering April 26 – July 31, 2015. The following report has compiled media clippings containing mentions of “Operation Dry Water” appearing in traditional media, online media and blogs.

National Media Coverage/ Mentions: April 26 – July 31, 2015



- **Online: 45.7%** - 1029 unique online mentions
- **Cable/TV/Satellite: 35.4%** - 797 unique television news stories
- **Newspaper: 5.6%** - 128 unique print articles
- **Blogs: 3.6%** - 82 unique blog mentions
- **Radio: 2.5%** - 58 unique radio mentions/ stories
- **Wire/News Distribution: 2.4%** - 56 unique wire or news distribution service stories
- **Other: 4.4%** - 100 unique mentions

Social Media

Operation Dry Water's social media outreach has continued to grow and expand since the inception of the campaign. Twitter and Facebook anchor Operation Dry Water's social media efforts and are utilized and updated daily. The Operation Dry Water Facebook page has more than 1,500 followers and the ODW Twitter feed has approximately 1,600 followers.

Operation Dry Water Video PSA

For 2015, NASBLA partnered with the Water Sports Foundation to produce a video public service announcement for the Operation Dry Water campaign. This year the video focused on the enforcement aspect of the campaign. The video was produced and distributed nationally. The PSA was published on the OperationDryWater.org website and is free to download for boating safety education and law enforcement efforts. The video PSA was produced as a 30 second version and a 60 second version. As of this report date the 30 second version has been played 1,689 times and the 60 second version has been played 1,366 time on Vimeo. This number continues to grow and does not include the total number of times the video has been seen and played on various social media outlets.

Conclusion

Operation Dry Water has shown that it is having the desired effect, making a significant impact on boating under the influence and raising awareness with boaters. While there was not a large increase in the number of law enforcement agencies that reported participating this year, the law enforcement participation nationally is still solid and impressive for this campaign and we believe the number of agencies participating will continue to grow.

Having now wrapped up the seventh year of the campaign, not only do we expect to see law enforcement participation continue to increase, but the media and recreational boating public are now becoming familiar with the annual awareness and enforcement campaign. The media and public outreach associated with the Operation Dry Water campaign is continuing to grow. Operation Dry Water is receiving more traditional and non-traditional media attention and is reaching boaters at the national, regional, and local levels. News articles and stories are being published frequently and consistently, especially in the months leading up to the ODW heightened awareness and enforcement weekend.

Through NASBLA's national coordination, our boating safety partners' promotion, and law enforcement's hard work in the field we are seeing hundreds of impaired operators removed from our nation's waterways at a time that is known for increased accidents and boater fatalities due to impairment. There are also an untold number of boaters who are choosing not to boat impaired because of the impact and education that comes from the Operation Dry Water campaign.

The strong law enforcement participation and increase in media coverage has led to more opportunities for boaters to receive information about boating under the influence and safe boating practices, raising their education and awareness levels and having a positive impact on boating under the influence.

II. Obstacles/Impediments

There were no significant obstacles or impediments.

III. Financial Status Report

Financial report, Form 425, has been submitted under separate cover.

If you have any questions, or if I can provide additional information, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "John M. Johnson". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

John M. Johnson
Chief Executive Officer