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-2022-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: American Canoe Association (ACA)
Grant Number: 70Z02322MO0005102
Grant Title: Education through Geofencing - Phase 3: Further Impacting the Life Jacket Wear Rate
Period of Performance: 3 year grant

Award Amount: $185,000.00

Summary:

The proposed project, Education through Geofencing - Phase 3: Further 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: Location Based Education & Outreach

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. For example, Toyota enabling geofences around a Chevrolet dealership in order to send mobile advertisements to the customers of their competitor. This form of outreach provides the ability to focus on exact targeted audiences while also limiting waste typically experienced with billboards, radio, online ad space, and television (these methods of advertising have excess unintended reach which still incur cost). In addition to hitting selected areas in real time (when people enter the fenced area), geofencing technology has the

ability to send content to the user up to 30 days after they have left the fenced area; this allows the message/outreach to have a longer lifespan.

This project will use geofencing technology (via mobile ad networks) to send interactive media/messages about proper life jacket wear 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.

Geofencing technology has the ability to provide real time data capture while identifying trends in the delivery and use of the messaging content. Customization of content coupled with popular and accessible delivery outlets will broadcast this project's life jacket education safety message to a strategically chosen group.

Strategic Partnership for Meaningful Measurements

The central objective of this project is to establish and enable geofences at the top five (5) life jacket wear rate observation locations (determined by boater population/volume) as identified in JSI's annual observation study for three consecutive years (this is a three year grant proposal). To bring about a noticeable increase in the documented life jacket wear rate at the chosen locations, geofences will use the strengths of mobile, location based communication technology to deliver targeted safety messaging about the importance of proper life jacket wear. The results of the observation study will be used to evaluate the tangible success of the geofencing life jacket education campaign. 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 at the chosen observation locations. 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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