

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-2021-001
Type of Funding: Cooperative Agreement
CFDA Numbers: 97.012
CFDA Descriptions: Boating Safety Financial Assistance

Grantee: National Association of State Boating Law Administrators (NASBLA)
Grant Number: 3321FAN201111
Grant Title: Operation Dry Water Campaign
Period of Performance: 1 year grant

Award Amount: \$225,000.00

Summary:

The Operation Dry Water (ODW) campaign addresses boating under the influence of alcohol (BUI) and drugs (BUI-D). This campaign will reduce the number of accidents, injuries, and deaths on America's waterways due to boating under the influence and assist in providing a safe, enjoyable experience for the boating public. This campaign coordinates partnerships nationally that facilitate uniformity in boating safety efforts, increase enforcement of boating under the influence laws, and positively impacts the boating culture surrounding boating under the influence.

ODW will help unify boating enforcement efforts across all regions and increase boating safety enforcement with a targeted focus on boating under the influence. The campaign will increase knowledge and communications with the law enforcement and the judicial community about BUI enforcement and establish partnerships to move toward unifying the relationship between boating under the influence (BUI) and driving under the influence (DUI).

<https://www.nasbla.org/home>

www.operationdrywater.org



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December 30, 2022

Commandant (CG-BSX-2)
U.S. Coast Guard
2703 Martin Luther King Jr. Ave SE, Mail Stop 7501
Washington, DC 20593

RE: NASBLA Final Grant Report - BUI Detection and Enforcement:
Operation Dry Water Grant No. ODW 3321FAN2011.11

Below you will find the final grant project report for the NASBLA - Coast Guard Grant Agreement ODW 3321FAN2011.11. This report is for the period July 1, 2021 – December 31, 2022.

I. Narrative Performance Report

Operation Dry Water (ODW) is a year-round boating under the influence awareness and enforcement campaign with the mission of reducing the number of alcohol- and drug-related incidents and fatalities through increased recreational boater awareness and by fostering a stronger and more visible deterrent to alcohol use on the water. Operation Dry Water was launched in 2009 by the National Association of State Boating Law Administrators (NASBLA) in partnership with the U.S. Coast Guard.

The campaign coordinates on a national level, the saturation of thousands of local, state and federal marine law enforcement officers on the water on or around the Fourth of July with the mission of spreading awareness about the dangers of boating under the influence (BUI) and to facilitate heightened boating under the influence enforcement around a holiday known for drinking, boating and fatal incidents. Through the work of the national campaign and the year-round efforts of the hundreds of agencies that participate, thousands of recreational boaters are being contacted and educated at the local level and hundreds of impaired operators are being removed from the waterways.

II. Obstacles/Impediments

There were no significant obstacles or impediments during this grant cycle.

III. Financial Status Report

A financial report 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 at 859.225.9487.

Sincerely,

/John M. Johnson/
Chief Executive Officer
National Association of State Boating Law Administrators

BUI Detection and Enforcement: Operation Dry Water 2022

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 (NASBLA) in partnership with the U.S. Coast Guard, conducted its fourteenth annual Operation Dry Water (ODW) campaign July 2 - 4, 2022.

This nationwide education and enforcement effort addresses multiple initiatives and courses of action (CoA) in the National Recreational Boating Safety Strategic Plan (2017 - 2021), which calls for:

Executive Summary of the National Recreational Boating Safety Program 2017-2021 Strategic Plan:

- Cultivate a boating public that is better prepared to engage in safer boating behaviors.
- Nurture collaborative efforts among the stakeholders that benefit the boating public within the recreational boating safety community.

This campaign also successfully accomplishes the additional USCG Boating Safety Program priorities of:

- Reducing the number of accidents, injuries and deaths on America's waterways and provide a safe, enjoyable experience for the boating public, and
- Showing uniformity in boating safety efforts.

Specifically, this campaign addresses the following National Recreational Boating Safety Strategic Plan, 2017-2021 Initiatives and courses of action (CoA):

- Initiative 1: Improve and expand recreational boating education, training, and outreach.
- CoA 2: Advance campaigns that target adoption of positive boater behaviors.
- Initiative 2: Update, leverage, and enforce policies, regulations, and standards.
- CoA 6: Unify and strengthen the relationship between Driving under the Influence (DUI), Boating under the Influence of Alcohol (BUI) and Boating under the Influence-Drug (BUI-D) initiatives.

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 publishes an Operation Dry Water electronic newsletter to inform participating agencies, media, and the RBS community about the Operation Dry Water campaign. The newsletter is distributed year-round, with an increase in frequency in the months leading up to ODW weekend and in the months following the conclusion of the campaign.

This newsletter is distributed to the contact person(s) for every participating law enforcement agency, unit and station. The distribution list also includes members of the RBS community and 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 over 9,000 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)
- Awards program and processes
- National award winners
- Final campaign outcomes, numbers and reports



Boating Under the Influence & 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.

Seated Standardized Field Sobriety Testing



Operation Dry Water Website

Through the [Operation Dry Water website](#), enforcement partners are able to locate and identify all other participating agencies throughout the country and within their state. Each state's participating agencies are easily accessible with the drop-down menus. This allows our partners to simply access their state's information without scrolling through every participating agency across the nation.



Additionally, the law enforcement campaign resources are available on the website under the 'Enforcement' tab. Included in these resources, law enforcement agencies can find press kits and other customizable outreach materials such as media releases, fact sheets, talking points, promotional activities and social media messages.

Law enforcement results can be found under the 'Resources' tab. This results page includes data from the past few years of the Operation Dry Water campaign. In addition to final Operation Dry Water numbers, users can also find the latest version of the Operation Dry Water Annual Report on this page.

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 role in the awareness and outreach efforts of the campaign.

In 2022, the campaign continued its use of the updated theme, "On the road or the water, you're headed nowhere fast while impaired." This theme is consistent in all printed and digital collateral distributed for the Operation Dry Water campaign. This theme was updated in 2016 to compliment efforts to further align both the cultural perception and the legislation and policy of boating under the influence with driving under the influence (both alcohol and drugs).



These materials are marketed to law enforcement agencies, the media and the recreational boating public. All products and materials are available for download at no charge 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, contribute significantly to the national outreach of the campaign. The branded messaging is consistent throughout the print, web, media and customizable marketing and outreach materials available.

National Media Outreach

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

Operation Dry Water Website

Outreach partners can find out which organizations are participating in Operation Dry Water throughout the nation and within their own state. Similarly to the Enforcement participating agencies page, our outreach partners can easily access the organizations registered in their state without having to scroll through every registered partner. This information is accessed through state drop-down menus.

Our outreach materials and Public Service Announcements (PSAs) are also accessible under the ‘Outreach’ tab. Included in these resources are an awareness focused campaign press kit and customizable resources such as an awareness campaign media release, talking points and fast facts. For other marketing uses, printable materials including flyers, brochures and posters are available to help spread awareness of the campaign.

National Media & Public Outreach Products

- National Campaign Press Kit PDF
- National Press Release
- National Fact Sheet
- Operation Dry Water Video PSAs
- Operation Dry Water Radio PSAs – Enforcement (Spanish/English) & Awareness (Spanish/English)
- National Results Press Release

OUTREACH PARTNERS

REGISTER AS A PARTNER

While law enforcement is on heightened alert for impaired boaters during the three-day weekend, it is important for our outreach partners to continue to educate boaters and the media on safe boating behaviors. Getting the attention of boaters and the media on the issue of boating under the influence is a crucial part of the Operation Dry Water campaign.

Join [Operation Dry Water](#) and help spread the word about the dangers of boating under the influence. Outreach partners are asked to use their networks and resources to share the free campaign resources provided and assist in raising awareness about the dangers of boating under the influence during the heightened enforcement weekend and all year long.

Outreach partners registered to participate in Operation Dry Water 2020:

<input type="checkbox"/> ALABAMA	<input type="checkbox"/> MISSOURI
<input type="checkbox"/> ALASKA	<input type="checkbox"/> MONTANA
<input type="checkbox"/> AMERICAN SAMOA	<input type="checkbox"/> NEBRASKA
There are currently no participating agencies in this state.	
Register as a partner »	<input type="checkbox"/> NEVADA

CUSTOMIZABLE OUTREACH MATERIALS

Boater Fast Facts
Looking for a quick way to explain the Operation Dry Water to your officers and community? Look no further than these fast facts to find out what the Operation Dry Water campaign is, when it takes place, who coordinates the campaign, and how recreational boaters can get involved.
[DOWNLOAD](#)

Awareness Talking Points
Boating under the influence (BUI) continues to be a major factor in accidents and deaths on our nation's waterways. Organizations and outreach partners are teaming up for Operation Dry Water, a national boating under the influence awareness and enforcement campaign. Use these talking points to highlight the mission and purpose of the ODW campaign.
[DOWNLOAD](#)

Awareness Campaign Media Release
Operation Dry Water weekend, July 3-5, is the national weekend of amplified recreational boater outreach, education and coordinated enforcement surrounding boating under the influence. This press release can be customized to reflect your organization's involvement in the ODW campaign and why you are seeking to help spread awareness of the dangers of boating under the influence.
[DOWNLOAD](#)



Law Enforcement Media & Outreach Products

Customizable Materials

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

Printable Materials

- Flyers
- Posters
- Brochure
- Print Banner
- Billboard

Digital Materials

- Website Banners
- Facebook Cover Photo
- ODW Logos
- Video PSAs
- Radio PSAs – *English & Spanish*

Awareness Campaign Media & Outreach Products:

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

Awareness Campaign

- Awareness Campaign Press Kit
- Awareness Campaign Resources Kit - *Customizable*
- Media Release
- Boater Fast Facts
- Talking Points

Printable Materials

- Brochure
- Flyer
- Poster
- Print Banner
- Billboard

Graphics

- ODW Facebook Cover Photo
- ODW 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.

2022 Operation Dry Water Annual Report

The 2022 Operation Dry Water [annual report](#) will summarize this year's enforcement, outreach and awareness activity.

The Annual Report will demonstrate how far the campaign has come over the years and what went on in 2022! It will also include law enforcement results, media exposure, information on award winners and much more.



Law Enforcement Participation

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

Law Enforcement Results

In 2022, the Operation Dry Water heightened awareness and enforcement weekend took place over the July Fourth holiday (July 2 - 4). The Fourth of July fell on a Monday, so the campaign kicked off on Saturday and ran through Monday.

In 2022, 630 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 three-day heightened awareness and enforcement weekend, 794 impaired boat operators were removed from our nation's waterways for drug and/or alcohol impairment.

A reported 350,472 recreational boaters were contacted during the three-day heightened enforcement weekend.

	2022
Reporting	Final
Agencies	630
Officers	7,865
Vessel Contacts	126,832
Boater Contacts	350,472
Citations	11,869
BUI	794
Safety Warnings	33,198
Highest BAC	.321 (WV)

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 removing impaired boaters while also providing another opportunity to educate the boating public. Operation Dry Water's mission is a perfect complement to 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, **7,865 officers:**

- Made **794 BUI Arrests for both drugs and alcohol**
- Issued **45,067 citations and safety warnings**
- Made contact with a record number of **350,472 boaters**

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 2022, Operation Dry Water succeeded in receiving local and national media coverage.

While over 600 participating law enforcement agencies, units and stations 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.

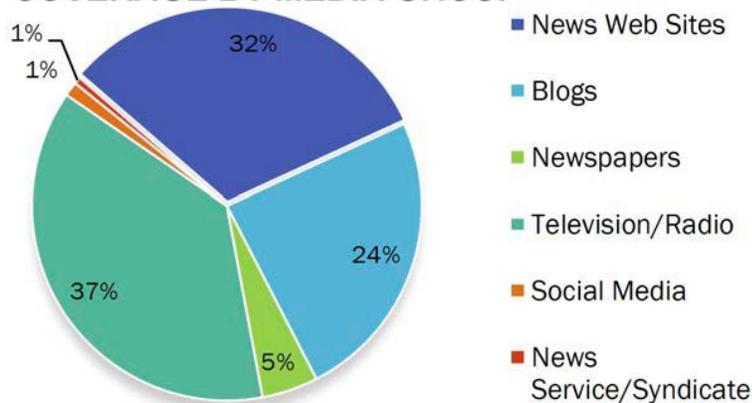
The following results reflect the national media tracking of traditional news media including television, online, newspaper and wire services pertaining to Operation Dry Water 2022. The data presented here represents information collection from April 1 – November 30, 2022.

Monitoring Overview

TOTAL IMPRESSIONS BY MEDIA TYPE

Print	3,383,087
Online	419,347,042
Broadcast	91,878,257
Other	4,470
Total	514,612,856

COVERAGE BY MEDIA GROUP



Methodology & Definitions:

Media coverage of the Operation Dry Water campaign is monitored and tracked year-round. The majority of the coverage takes place between April and October. The campaign and tracking service monitors coverage based on keywords. The tracking service monitors print, online, television, radio, social media and blog sites.

Impressions: The circulation, website visitors or broadcast audience figures associated with a media outlet represented as “impressions”.

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 year-round. The Operation Dry Water Facebook page has more than 3,800 followers and the ODW Twitter page has over 2,000 followers.

Operation Dry Water National Awards Program

In 2017, Operation Dry Water, with the input and support from the NASBLA Enforcement & Training Committee, launched the National Operation Dry Water Awards Program. The mission of the awards program is to recognize those exceptional officers and agencies who are dedicated to boating under the influence prevention and enforcement, who participate in the Operation Dry Water campaign, and who go above and beyond and stand out above the rest in their activity related to boating under the influence. The awards program was also created to aid in continually increasing participation from law enforcement agencies in the Operation Dry Water campaign.

The Operation Dry Water Awards Program recognizes law enforcement officers and agencies that are making a positive impact on boating under the influence (BUI). These law enforcement officers and agencies participate in the national Operation Dry Water (ODW) campaign and make a difference in recreational boating safety by raising awareness about the dangers of boating under the influence and by removing impaired operators from the nation’s waterways – protecting our nation and the communities they serve.

The winners in the five awards categories were recognized nationally at the NASBLA Annual Conference in Manchester, New Hampshire.

ODW Officer of the Year Award

Presented to Officer Specialist Nicole Basford of the Florida Fish and Wildlife Conservation Commission (FWC). Over the Operation Dry Water weekend, Officer Specialist Nicole Basford made four arrests for boating under the influence. Officer Specialist (OS) Basford is a ten-year veteran of conservation law enforcement who showed an interest and capability for BUI enforcement early in her career. She is Breath Test Operator certified, has completed the Advanced Roadside Impaired Detection Enforcement Course, the FWC Intoxilyzer Inspector Course, the NASBLA BUI Instructor Course, and is currently the Agency Intoxilyzer Inspector for FWC’s Northwest Region.

ODW Top Agency Award - Small Category

Presented to the San Bernardino County Sheriff's Department from the state of California. Over the course of the three-day heightened enforcement weekend, the San Bernardino County Sheriff's Department deployed three officers who made 15 boating under the influence arrests.

ODW Top Agency Award - Medium Category

Presented to the Mississippi Department of Marine Resources. During the three-day Operation Dry Water weekend, the Mississippi Department of Marine Resources deployed 26 officers who made 10 boating under the influence arrests.

ODW Top Agency Award - Large Category

Presented to the North Carolina Wildlife Resources Commission (NCWRC). Over the course of the Operation Dry Water weekend, the North Carolina Wildlife Resources Commission deployed 153 officers and made 65 boating under the influence arrests.

ODW Agency Media Award

Presented to the Tennessee Wildlife Resources Agency (TWRA). The TWRA officers, command staff, and media team have taken a powerful stance and role in educating and enforcing boating under the influence laws. These efforts are always magnified through their participation in the Operation Dry Water campaign. The TWRA Boating & Law Enforcement Division hosted a press conference on July 1, 2022, in Nashville, Tennessee, in partnership with NASBLA, Mothers Against Drunk Driving, the U.S. Coast Guard, U.S. Army Corps of Engineers, and U.S. Coast Guard Auxiliary. This press event was designed to bring national attention to the fact that boating under the influence is driving under the influence and should be viewed by boaters, prosecutors, judges and the public as one in the same. In addition to this, wildlife officers conducted numerous media engagements to talk about the Operation Dry Water campaign.

More information can be found about the awards program at operationdrywater.org/awards.

Operation Dry Water Weekend Compilation Videos

Over the course of the Operation Dry Water weekend, media outlets and agencies record live coverage of some of the events taking place on the water. This includes live interviews with officers, footage of BUI arrests, promotional videos and other media content.



At the end of the weekend, we gather any video coverage, photos, social media streams and more to create compilation videos covering the efforts of our partnering agencies and organizations over the three-day weekend. This year, compilation videos will be created and published on the [NASBLA Vimeo channel](#). The videos will include media coverage highlights of law enforcement officers, agencies and stations enforcing BUI laws on the water, while spreading awareness of the dangers of boating under the influence during the national 2022 Operation Dry Water weekend.

Conclusion

Operation Dry Water has shown that it is having the desired effect, making a significant impact on boating under the influence. The campaign results show a significant increase in the number of participating officers and boater contacts, meaning more officers are getting opportunities to educate boaters on a one-on-one basis and removing impaired boaters from the water, helping to ensure boater safety nationwide.

More than 6,100 impaired boaters have been removed from our nation's waterways over the course of the past 14 ODW weekends. That is 6,152 potentially tragic incidents that officers have prevented as part of Operation Dry Water. Additionally, over the 14-year span of Operation Dry Water, more than 2.5 million boater contacts have been made. This suggests that the education, awareness and enforcement efforts are accomplishing both missions of identifying and removing impaired operators, and educating the boating public on the dangers of impaired boating.

As the Operation Dry Water campaign enters in to its fifteenth year, the campaign has received USCG nonprofit grant funding for Operation Dry Water 2023. We are currently exploring and implementing new ways to expand the impact and the reach of the campaign to more and more recreational boaters and law enforcement agencies.

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 incidents and boater fatalities due to impairment.

With participation in every U.S. state and territory, the states are sharing consistent messaging through the Operation Dry Water campaign and showing a united force in the effort to stop boating under the influence. Through the strong law enforcement participation and increased media coverage, more opportunities are available to 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.