

## **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: Water Solutions Group  
Grant Number: 70Z02322MO0005093  
Grant Title: Voluntary Departure Hazards “Think Twice” Video PSA Campaign  
Period of Performance: 1 year grant

Award Amount: \$22,400.00

### **Summary:**

Water Solutions Group, Inc. is pleased to present this proposal to the United States Coast Guard in response to the Recreational Boating Safety (RBS) Grant Program. As the boating community continues to grow throughout the nation, more and more inexperienced boaters are on the water. This inexperience is due to lack of boater education and being unaware of common safe boating practices. One of the risks that inexperienced boaters face is the act of voluntarily departing from a vessel that is underway. According to the United States Coast Guard, voluntarily departing from a moving recreational vessel have accounted for more than 50 deaths in the past 6 years. These deaths could have been prevented with the proper awareness. Individuals must consider the risk factors of drowning and not wearing a life jacket. With an over 20% increase in boating fatalities in the past few years, the need for proper awareness and education of boating safety continues to grow.

Water Solutions Group (WSG) plans to aid in increasing awareness within the boating community of Voluntary Departure Hazards by execution of the following objectives:

1. Write, Produce, and Create 3 Video PSAs; we have the capabilities, resources, knowledge, and strong past performance to create media assets specifically catered to the boating industry that can be used as a resource made visible to the recreational boating community and general public. We plan to create impactful video PSAs that reinforce safe boating behavior and ultimately inspire the viewer to educate themselves further and spread awareness about safe boating practices.
2. Provide Distribution of 3 Video PSAs; we have the resources and capabilities to distribute these PSA’s throughout the online community for maximum visibility and

make them available for broadcast distribution across many networks. Our marketing team will develop a media distribution kit that allows the PSA's to be easily accessible to whomever would be interested in publishing the video whilst also providing supplemental material necessary to solidify the campaign.

The "Think Twice" Video PSA Campaign, focuses on supporting Grant Area of Interest #9: Voluntary Departure Hazards. In accomplishing the objectives above, we propose to continue to advance a "safe boating culture" among the boating community nationwide. The population that sees the most risk is distracted boaters who are more focused on the "fun activity" than they are "thinking twice" about certain decisions they make (i.e. jumping off of a moving vessel with no life jacket or consideration of drowning). Educating boaters of the hazards of voluntarily departing an underway recreational vessel could greatly impact the outcome of many people's experiences on the water.

The boating industry shows no signs of decreasing or slowing growth. According to the US Bureau of Economic Analysis (BEA), around 100 million Americans go boating each year (Mordor Intelligence, 2021). The more growth our nation experiences in the recreational boating community, the more resources we need to educate and inform people of safe boating practices and potential hazards they could face. Our goal is to promote a safe boating culture that will last for years to come, and we are committed to working with USCG in the most cost effective and efficient way possible to achieve this goal.

<https://www.rentalboatsafety.com/>