



# National Safe Boating Council

*"Safer Boating Through Education, Outreach and Training"*

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November 27, 2012

Mike Baron  
U. S. Coast Guard Headquarters  
2100 Second Street, SW  
Washington, D. C. 20593-0001

Dear Mr. Baron:

For the year 2012 the United States Coast Guard has granted the National Safe Boating Council \$125,000.00 for the International Boating and Water Safety Summit Grant, Agreement No. 1102.22. This letter, together with the enclosed reports, forms and budget, is our official final report.

Sincerely,

Virgil H. Chambers  
Executive Director  
National Safe Boating Council

Enclosures: Final Report, Standard Forms 272 and 425, 2012 Summit Budget, Registration Brochure, 2013 Summit Save the Date Post Card, Summit Program, Summit Proceedings and Results from the Survey taken at the Summit and On-line Summit Survey

**National Safe Boating Council**  
**2012 International Boating and Water Safety Summit**  
**Agreement No. 1102.22**  
**Final Report**

**Executive Summary:**

This is the final report for the 2012 International Boating and Water Safety Summit, Grant # 1102.22. The approved grant proposed a partnership between the National Safe Boating Council (NSBC) and the National Water Safety Congress (NWSC) to organize and conduct the International Boating and Water Safety Summit (Summit). The goal of the Summit was to implement the Strategic Plan of the National Recreational Boating Safety Program (2012-2016). The method to this implementation was through the 2012 International Boating and Water Safety Summit, a National Recreational Boating and Water Safety Outreach and Awareness Conference that provided training and development of strategies to implement and achieve the overall goal of the National Recreational Boating Safety Program. The overall conference program was developed in alignment with the goals, objectives and strategies of the Strategic Plan but did not exclude other programs related to boating and water safety. The training and programming included a focus on promotional strategies with special emphasis on boat operators being responsible for their own safety as well as the safety of their passengers. Emphasis was placed on offering multiple subjects that afford the participants professional development opportunities and educational enhancement based on concepts from the Strategic Plan. In addition, we hope to impact the safe use of water resources through improved public education and more efficient means of transferring information among waterway managers and between user groups and individuals. The Summit also provided professional level training workshops for federal, state, and local boating and water safety officials.

The 2012 Summit was held at the Hyatt Regency Mission Bay, on March 4 – 7, 2012. The event built upon the success of the 1997 – 2011 Summits. The Summit drew over 300 participants. Among those participating were representatives of national and international non-governmental organizations; federal, state, and local law enforcement agencies; regulatory and water safety agencies; boating and aquatic industry specialists; volunteer and professional boating and water safety educators; university program directors; and the boating press.

The Summit organizers welcomed and encouraged participation from various organizations including the U.S. Coast Guard Auxiliary, U.S. Power Squadrons, Canadian Coast Guard, the Canadian Power and Sail Squadrons, the Canadian Safe Boating Council, the National Association of State Boating Law Administrators, California Department of Boating and Waterways, American Canoe Association, and the U.S. Army Corps of Engineers. Several of these organizations hosted their meetings in conjunction with the Summit.

The Summit targeted specific water and safety groups by:

- Creating general sessions which highlighted national programs that focused on the Strategic Plan of the National Recreational Boating Safety (RBS) Program such as the On Water Standards Development Update, the NASBLA Standards Update, the “Wear It!”

campaign, Educating Through Social Media panel discussion, BoatOnCourse.com and Learn To Swim Well.

- Establishing a series of breakout sessions which emphasized issues relating to boating and water safety; the Strategic Plan of the National Recreational Boating Safety Program; developing partnerships to enhance the boating and water safety message; boater education and award winning programs.
- Setting up the program to cover such themes as Education, Outreach, Communication, Law Enforcement, Water Safety and Risk Management.
- Creating an Exposition of 29 top quality exhibitors from the boating and water safety commercial and organizational community.
- Offering a scholarship program in an effort to reach as many participants as possible.
- Providing professional level training workshops for federal, state and local boating and water safety officials.

The objectives of the Summit were met by:

- Incorporating the knowledge and experience from the commercial boating community through demonstrations and exhibits.
- Seeking sponsorship from private sector organizations to help support the Summit (Boat Ed, Brunswick and The Coleman Company).
- Demonstrating that boating is a fun recreational activity by presenting a positive image of boating
- Generating sufficient impact through the program to modify on-the-water behavior.
- Increasing the number of participants at the Summit by inviting other organizations to schedule their meetings/conferences in conjunction to the Summit (organizations such as National Association of State Boating Law Administrators, National Safe Boating Council, National Water Safety Council, United States Boating Institute, Army Corp of Engineers, National Boating Federation and American Canoe Association scheduled meetings at the 2012 Summit).
- Offering breakout sessions with topics that address the at-risk segment of recreational boating, paddling and personal watercraft users.
- By encouraging participants to implement the programs and information from the Summit within to their agency or community.

- Conducting a Summit evaluation at the Summit and a post-Summit survey via the internet.
- A new Summit website has been developed to further advance the visibility of the conference and the program.

A detailed summary of the speakers and outlines of their presentations was compiled in a publication called the “Summit Proceedings.” A copy was provided to all participants and exhibitors.

During the Summit, participants were asked to evaluate the program, speakers and the conference overall. The results which were compiled demonstrated that the Summit was a success. Over 98% rated the Summit experience as excellent or good. 100% would recommend the Summit to other professionals and will return again. One of the key components of the Summit is that the presentations are available for adaptation by the attendees within their agencies and communities. Many of the Summit attendees indicated their intentions to implement these programs within their boating communities. Another key aspect of the Summit is the importance of networking with other professionals and volunteers within the boating community. Summit attendees find this one of the most important elements of the Summit. According to Summit attendees, “the opportunity to talk one-on-one with other boating and water safety professionals and volunteers is invaluable.” In addition to the Summit evaluation, the participants were polled via an on-line survey done post Summit on the benefits of the Summit information and promoting the Strategic Plan of the National Recreational Boating Safety Program Plan 2012 – 2016. Based on the survey results, over 98% feel that the Summit provides helpful information in supporting boating and water safety programs that can be used within their community or organization. Over 94% of the attendees feel that the Summit program supports the Strategic Plan of the National Recreational Boating Safety Program.

**National Safe Boating Council**  
**2011 International Boating and Water Safety Summit**  
**Agreement No. 1102.22**  
**Final Report**

**Abstract:**

The goal of the International Boating and Water Safety Summit Grant was to plan, implement, oversee and conduct a recreational boating and water safety outreach and awareness conference that supports the organizational objectives of the Strategic Plan of the National Recreational Boating Safety Program. The overall conference focused on promotional strategies with special emphasis on boat operators being responsible for their own safety as well as the safety of their passengers. Significant emphasis was placed on offering multiple subjects that afford the participants professional development opportunities and educational enhancement. Subjects covered included a focus on, but not be limited to, life jacket wear, boater education, safety issues, vessel safety, and outreach and communication efforts.

The 2012 Summit was held at the Hyatt Regency Mission Bay, San Antonio, Texas, on March 4 – 7, 2012. Over 300 participants attended the 16<sup>th</sup> Annual International Boating and Water Safety Summit. Summit participants were asked to evaluate the program, speakers and the conference overall. According to the results compiled from the evaluation, over 98% rated the Summit experience as excellent or good. 100% would recommend the Summit to other professionals and will return again. One of the key components of the Summit is that the presentations are available for adaptation by the attendees within their agencies and communities. Many of the Summit attendees indicated their intentions to implement these programs within their boating communities. In addition to the Summit evaluation, the participants were polled via an on-line survey done post Summit on the benefits of the Summit information and promoting the Strategic Plan of the National Recreational Boating Safety Program Plan 2012 – 2016. Based on the survey results, over 98% feel that the Summit provides helpful information in supporting boating and water safety programs that can be used within their community or organization. Over 94% of the attendees feel that the Summit program supports the Strategic Plan of the National Recreational Boating Safety Program.