



December 29, 2011

Mike Baron
U. S. Coast Guard (CG-54222)
Office of Auxiliary & Boating Safety
2100 Second Street SW Stop 7581
Washington, DC 20593

RE: NASBLA Final Grant Report - BUI Detection and Enforcement: Operation Dry Water – Grant No. 1002.13

Dear Mike:

Below you will find the final grant project report for the NASBLA - Coast Guard Grant Agreement 1002.13. This report is for the period October 1, 2010 through December 31, 2011.

I. Narrative Performance Report

The primary objectives of this project are a) to coordinate a national weekend of boating under the influence enforcement, b) to coordinate participation of the states and territories, and c) to publicize the saturation patrols and checkpoints in order to raise awareness of the dangers of BUI among the boating public.

Operation Dry Water, June 24-26, 2011, was another resounding success, as evidenced in the statistics below:

	2011	2010	2009
Reporting	Final	Final	Final
Agencies/Units/Stations	447	175	N/A
Officers	3,687	2,708	2,442
Vessel Contacts	43,777	40,127	17,454
Boater Contacts	97,648	66,472	36,277
Citations	4,370	4,171	2,522
BUI	325	322	283
Safety Warnings	8,763	7,522	5,320
Media Contacts	1,480	444	263
Highest BAC	.305 (Missouri)	.303 (Kentucky)	N/A

During the weekend of targeted BUI enforcement, more than 3,687 officers contacted nearly 43,777 vessels with more than 97,648 boaters aboard. More than 320 BUI citations, more than 8,763 other warnings and more than 4,370 other citations were issued.

The grant provided funding assistance for NASBLA in four areas:

Task 1: Working with the NASBLA member states, select the weekend for targeted BUI enforcement.

NASBLA and its member states selected June 24-26, 2011 for the 2011 Operation Dry Water. As in the two previous years, the date was selected because it was 1) a non-holiday weekend and would allow for increased media attention, and 2) near the Fourth of July holiday weekend and the BUI enforcement message would carry through to the coming holiday weekend.

Task 2: Coordinate with a communications/media relations agency and the U.S. Coast Guard for media relations campaign elements.

NASBLA staff worked intensively with the states, PCI Communications and the U.S. Coast Guard to develop and execute the Operation Dry Water media relations campaign. The efforts resulted in:

Media	2011	2010
Television Stories	1,020	408
Online Mentions	1,500	1,088
Print Articles	263	579
Wire stories	394	146

1,020 television stories, 1,500 online mentions, 263 newspaper articles/ and 394 wire story/hyperlink mentions. A detailed binder of media coverage was provided by PCI Communications under separate cover to the Office of Auxiliary & Boating Safety.

In addition, Operation Dry Water social media accounts on Twitter and Facebook **continue throughout the year** to spread the Boat Sober! message to the general public.



Task 3: Update and improve the ODW website, electronic press kit, radio public service announcements, national media wire releases and other outreach products.

NASBLA worked with PCI Communications and the Coast Guard to refresh the operations and outreach materials on the Operation Dry Water website - www.operationdrywater.org. The website was redesigned and a video trailer was developed to quickly explain operation dry water as well a newly-validated battery of seated sobriety tests. Also, NASBLA updated and made more efficient the online reporting for participating agencies.

In addition, Operation Dry Water accounts were developed on social media sites such as Twitter and Facebook for outreach to the general public.

Task 4: Coordinate with a communications/media relations agency and the states to make limited local and national media pitches.

NASBLA worked with PCI Communications and the U.S. Coast Guard to develop local and national media pitches. While the 447 state and local law enforcement agencies concentrated their efforts locally, PCI focused on the national level. More than 3,200 media releases were distributed and an estimated 1,280 pitches were made to national media outlets. Two very noteworthy media placements included an article in *USA Today* (with online video) and a nice television package by Peter Greenberg that aired July 1, 2011, on CBS' *The Early Show*.

II. Obstacles/Impediments

There were no significant obstacles or impediments to report at this time.

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 at 859.225.9487.

Sincerely,

A handwritten signature in black ink that reads "John M. Johnson". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

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