

# OPERATION DRY WATER

## JULY 3 - 5, 2020

NATIONAL BOATING UNDER THE INFLUENCE  
AWARENESS AND ENFORCEMENT CAMPAIGN

### 2020 ANNUAL REPORT



**OPERATION DRY  
WATER**

[www.operationdrywater.org](http://www.operationdrywater.org)



Produced under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

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WATER 2021

2020	
Total Agencies	620
Officers	7,612
BUI	625
Vessel Contacts	105,517
Boater Contacts	305,466
Citations	8,666
Safety Warnings	28,659
Highest BAC	0.368 (GA)

Results from the 2020 Operation Dry Water heightened awareness and enforcement three-day weekend.

# 2020 LAW ENFORCEMENT RESULTS

*The Operation Dry Water campaign tracked and recorded law enforcement participation throughout the three-day weekend.*

Over the course of the three-day weekend, July 3 – 5, 2020, **620 local, state and federal law enforcement agencies** participated in the Operation Dry Water campaign. Despite the ongoing COVID-19 pandemic, officers were able to take advantage of the stark increase in boater participation this summer by making a record number of contacts with boaters.

## BUI ARRESTS

Over the course of the campaign's annual three-day heightened awareness and enforcement weekend, **625 impaired boat operators** were removed from our nation's waterways for drug and/or alcohol impairment.

## BOATER CONTACTS

A reported **305,466 recreational boaters** were contacted throughout the three-day weekend. With each of these boater contacts, officers are able to connect with and educate recreational boaters about safe boating practices, prevent incidents related to boating under the influence and review safety precautions associated with the pandemic.

## OFFICER PARTICIPATION

During the Operation Dry Water heightened awareness and enforcement weekend, **7,612 officers** conducted patrols nationwide.



# NATIONAL AWARDS PROGRAM

The Operation Dry Water (ODW) National 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 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.

## ODW MEDIA AWARD

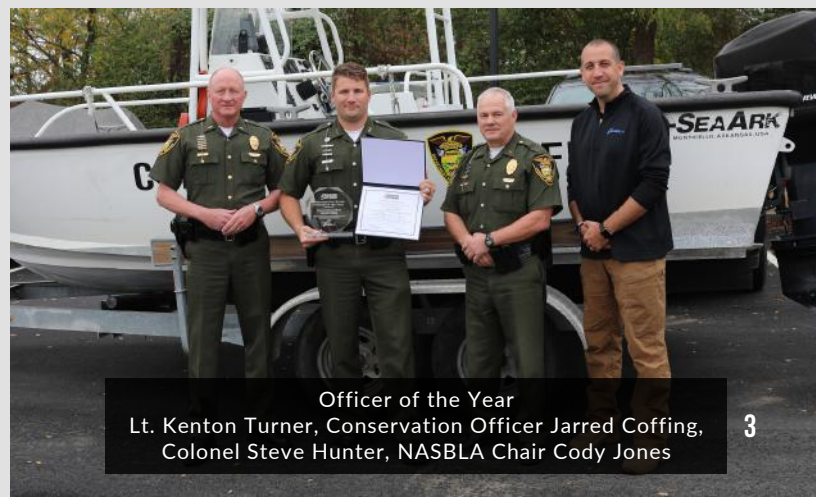
The 2020 Operation Dry Water Media Award is presented to the **First Coast Guard District's Public Affairs Team**. The Media Award recognizes an organization or agency that used media outreach platforms to promote awareness of the Operation Dry Water campaign and to make a difference in recreational boating safety by educating boaters and raising awareness about the dangers of boating under the influence on our nation's waterways. The First Coast Guard District's Public Affairs Team masterfully employed five social media platforms and provided input and support to 42 Facebook pages managed by subordinate units. The staff's creative and successful media outreach campaign reached 3.2 million people on social media, generating more than 71,000 engagements.

## ODW OFFICER OF THE YEAR

The 2020 Operation Dry Water Officer of the Year is **Conservation Officer Jarred Coffing** from the Indiana Department of Natural Resources. This award recognizes an officer's work throughout the year in BUI prevention and enforcement, as well as their activity and BUI arrests from the Operation Dry Water weekend. Over the Operation Dry Water three-day weekend, Conservation Officer Jarred Coffing made five arrests for boating under the influence. Officer Coffing not only conducts thorough investigations, but also submits detailed and professional reports, resulting in convictions in nearly all of his cases. He is committed to making Indiana's waterways a safe place for everyone in his area of responsibility. Officer Coffing's passion for BUI prevention and his willingness to go the extra mile to ensure that boaters on the water are safe does not go unnoticed.



Media Award  
LT Brandon Newman, PA2 Amanda Wyrick,  
PA3 Briana Carter, Captain Eric Bader



Officer of the Year  
Lt. Kenton Turner, Conservation Officer Jarred Coffing,  
Colonel Steve Hunter, NASBLA Chair Cody Jones

# NATIONAL AWARDS PROGRAM

## OPERATION DRY WATER TOP AGENCY AWARDS

The top agency in each category (small, medium and large) is recognized nationally based on the number of BUI arrests made / the number of officers deployed for the ODW weekend.

### ODW TOP AGENCY AWARD SMALL CATEGORY

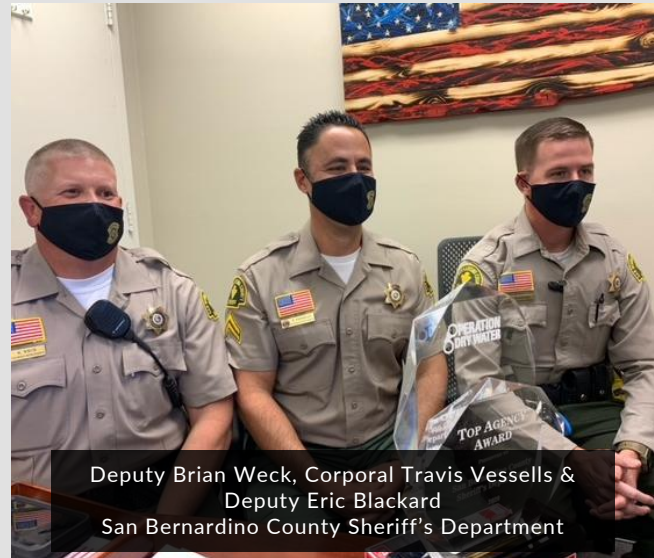
This year's Small Category Top Agency award is awarded to the **San Bernardino County Sheriff's Department** from the state of California. Over the course of the three-day heightened enforcement weekend, the San Bernardino County Sheriff's Department deployed three officers and made 18 boating under the influence arrests.

### ODW TOP AGENCY AWARD MEDIUM CATEGORY

The Medium Category Top Agency award goes to the **Illinois Conservation Police**. During the three-day Operation Dry Water weekend, the Illinois Conservation Police deployed 70 officers and made 20 boating under the influence arrests.

### ODW TOP AGENCY AWARD LARGE CATEGORY

The Large Category Top Agency award is 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 165 officers and made 59 boating under the influence arrests.



Deputy Brian Weck, Corporal Travis Vessells &  
Deputy Eric Blackard  
San Bernardino County Sheriff's Department



CPO Brian Snodgrass, CPO Erin McClenning &  
CPO Colt Gerdes  
Illinois Conservation Police



Major Ben Meyer, Boating Law Administrator  
North Carolina Wildlife Resources Commission



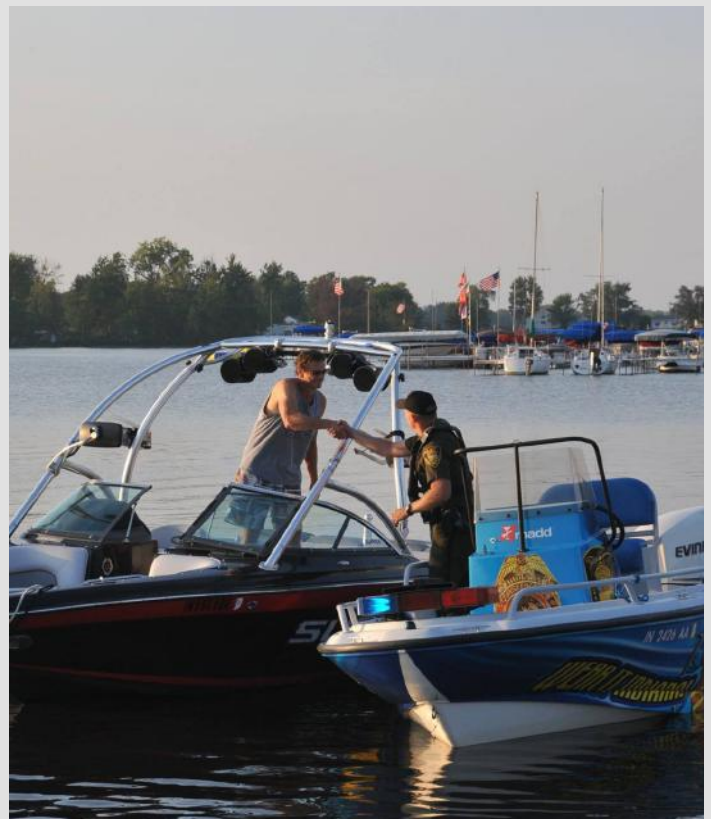
# POWER OF A GOLD AWARD

*The National Association of State Boating Law Administrators (NASBLA) was awarded a 2020 American Society of Association Executives (ASAE) Power of A Gold Award for the Operation Dry Water campaign.*

ASAE's Power of A Awards, the industry's highest honor, recognize the association community's valuable contributions on the local, national and global levels. The Power of A Awards reward the outstanding accomplishments of associations and industry professionals who work tirelessly to solve problems, and strengthen lives, the workforce, the economy and the world.

"We are proud that the Operation Dry Water campaign is being recognized for the work being done to prevent boating under the influence and the positive impact it has on society", said Cody Jones, NASBLA Chair. "NASBLA, the local, state and federal agencies that participate in the campaign and our outreach partners are working continuously to educate recreational boaters about the heartbreaking and life-changing outcomes that come from choosing to boat under the influence and to enforce the boating safety laws that keep others safe."

Through the work of the national Operation Dry Water 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.

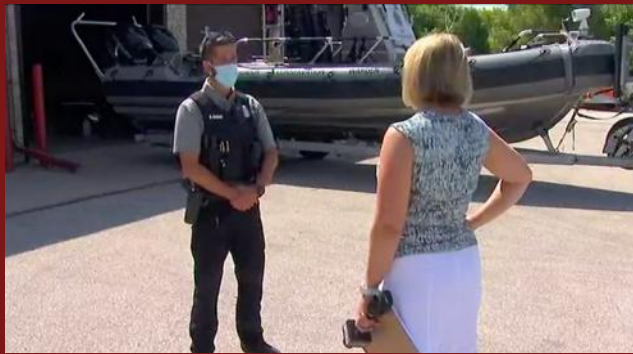


Credit: Indiana Department of Natural Resources

# MEDIA EXPOSURE



News reporter out for a ride along with the Morgan County Sheriff Office (AL).



Wisconsin Department of Natural Resources



NBC 15 talks Operation Dry Water



Alabama and Georgia Joint Press Conference

*The Operation Dry Water campaign tracked and recorded media exposure.*

NASBLA 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 2020, Operation Dry Water received local and national media coverage.

## TOTAL IMPRESSIONS BY MEDIA TYPE

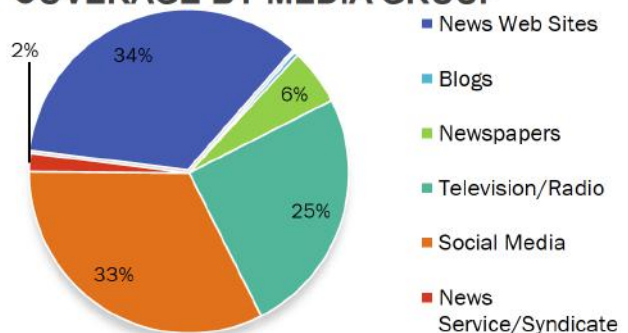
Print	3,617,914
Internet	509,878,140
Broadcast	47,935,831
Other	23,656
<b>Total</b>	<b>561,455,541</b>

*The data above represents information collected from April 1 - November 30, 2020.*

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

While 620 participating law enforcement agencies, units and stations focused their outreach and enforcement efforts on the state and local level, NASBLA concentrated on media coverage at the national level. These results reflect the combined media coverage of the 2020 Operation Dry Water campaign through the tracking of traditional news media outlets to include: television, online publications and wire services.

## COVERAGE BY MEDIA GROUP







South Carolina Department of Natural Resources  
Breath Alcohol Testing (BAT) Mobile

# OUTREACH & AWARENESS

*The Operation Dry Water campaign produced targeted outreach materials to effectively reach marine law enforcement agencies and their officers to enhance participation and reporting.*

In addition to the three-day heightened awareness and enforcement weekend, ODW coordinates a year-round national outreach campaign.

## STATE AGENCY BUI SPOTLIGHT ARTICLE

Operation Dry Water worked with the South Carolina Department of Natural Resources (SCDNR) to produce ***an article highlighting the agency's boating under the influence (BUI) efforts*** throughout the year. BUI enforcement in South Carolina has been the cornerstone of a very successful effort to improve the state's boating incident and boating-related fatality numbers. This article discusses the agency's strategies surrounding BUI patrolling and enforcement. It also reviews the agency's work in creating the Boating Safety Action Force (B-SAF) team and the Breath Alcohol Testing (BAT) Mobile.

## OPERATION DRY WATER NEWSLETTER

NASBLA publishes an Operation Dry Water electronic newsletter to inform participating agencies, the media, and the Recreational Boating Safety (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. The Operation Dry Water newsletter distribution list consists of over 8,700 individuals.

## BUI & STANDARDIZED FIELD SOBRIETY: TRAINING & 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 of the seated battery component of standardized field sobriety test (SFST), NASBLA thought it important to include a special effort to connect with officers of the court to assist law enforcement officers when they come before the court with BUI cases that have involved the seated battery of SFSTs.

This judicial outreach is available on the [ODW 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.





Alabama Law Enforcement Agency



USCG Station Grand Isle

*The Operation Dry Water campaign developed and distributed single-themed media and public awareness products for use on local, state and federal levels.*<sup>19</sup>

## **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. 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.

In response to the COVID-19 health crisis, Operation Dry Water issued a [press release](#) encouraging boaters to boat responsibly and take extra precautions this boating season. This press release was distributed widely reaching a total potential audience of over 61 million.

## **SOCIAL MEDIA OUTREACH #OPERATIONDRYWATER**

Operation Dry Water's social media outreach plays an integral role in 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 3,200 followers and the ODW Twitter page has over 1,900 followers.

The Operation Dry Water Facebook page has been the most successful platform in expanding the reach of the campaign. At the beginning of 2020, the ODW Facebook page had 2,300 total page likes. By the end of the year, the page had over 2,700 total page likes. Additionally, the average post on the ODW Facebook page reaches more than 1,400 people, with the highest post in 2020 reaching more than 13,000 individuals.

*In 2020, utilizing an in-kind contribution from Google, NASBLA was able to run ads promoting Operation Dry Water.*

## GOOGLE AD GRANT

The Google Ad Grants Program gives nonprofits the chance to advertise on Google Ads at no cost to the nonprofit. This program gives qualified organizations a set in-kind contribution per month in Google Ads placement to be used to promote their missions and initiatives on Google.com. In 2020, NASBLA leveraged the Google Ad Grant to help promote the Operation Dry Water campaign and its resources.

The first campaign created, the ODW search campaign, includes two different ad groups. The first ad group leads users directly to the Operation Dry Water website for general information or inquiries related to the campaign. These campaign metrics span over the time period of January 21 (the start of the Google Ad Grant) – December 31, 2020.

The second campaign, a smart campaign, was utilized to help generate more ODW weekend registrations. Overall, the Operation Dry Water search and smart campaigns resulted in over \$470 worth of in-kind advertising.

*\*Analytics directly related to the Google Ad campaign.*

### OPERATION DRY WATER WEBSITE

IMPRESSIONS

**281**

CLICKS

**36**

### BUI RESEARCH

IMPRESSIONS

**2.2K**

CLICKS

**190**

### OPERATION DRY WATER REGISTRATION

IMPRESSIONS

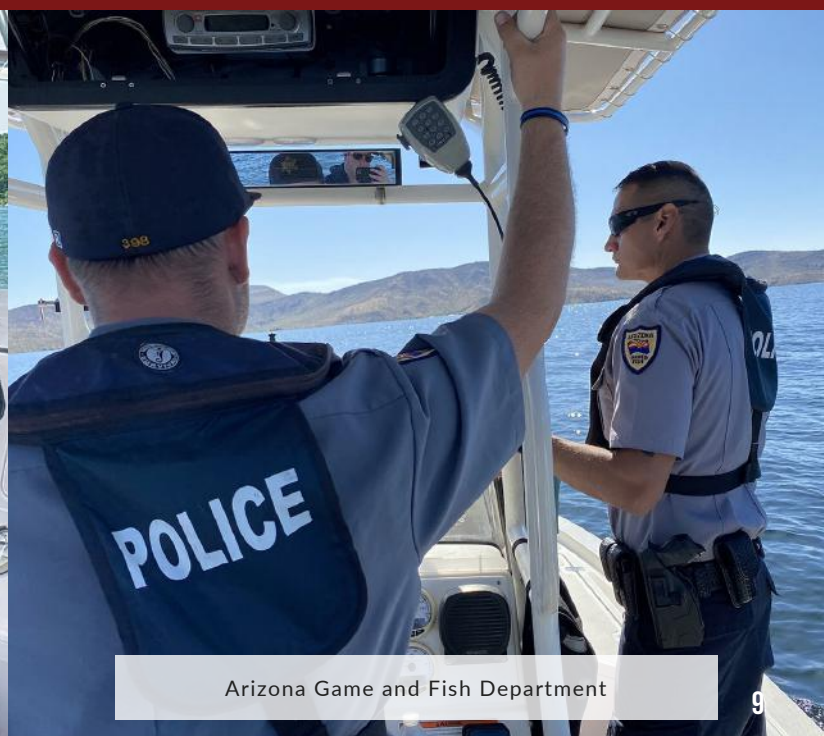
**759**

CLICKS

**171**



Missouri State Highway Patrol,  
Water Patrol Division



Arizona Game and Fish Department



# ALCOHOL & INCIDENTS

ALCOHOL USE  
IS THE LEADING  
CONTRIBUTING  
FACTOR IN  
RECREATIONAL  
BOATING DEATHS.

## INCIDENTS

The Operation Dry Water heightened awareness and enforcement weekend takes place over the Friday - Sunday closest to the July 4th holiday. This is a holiday known for increased boater activity, prevalent alcohol use and a high rate of boating incidents and fatalities.

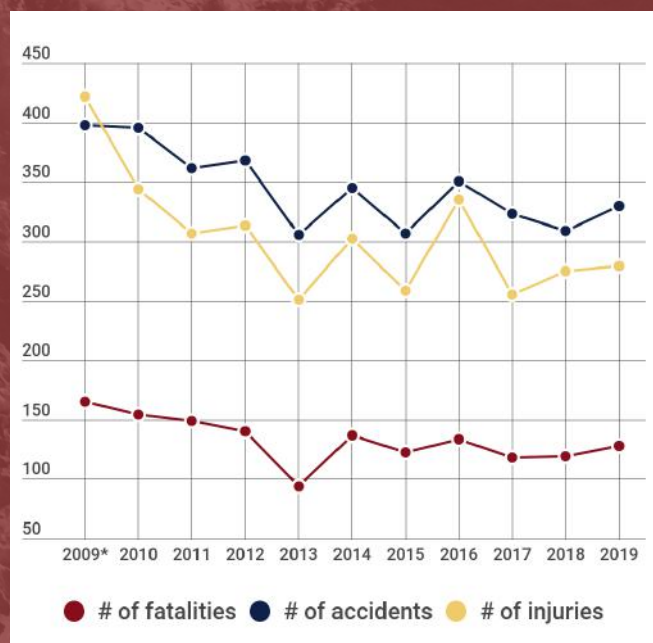
The 2019 USCG Recreational Boating Accident Statistics list July as the month with the greatest total number of accidents throughout the year. Additionally, the three days of the week with the highest number of accidents, fatalities and injuries are Friday, Saturday and Sunday.

## EFFECTS OF ALCOHOL ON THE WATER

Alcohol can impair a boater's judgment, balance, vision and reaction time, all of which are of vital importance to a vessel operator and passengers. Additional "stressors" common to the boating environment such as sun, wind, noise, vibration and motion intensify the effects of alcohol, drugs and some medications.

## DANGEROUS FOR PASSENGERS

Not only is alcohol use dangerous for operators, but it is dangerous for passengers too. Intoxication can cause slips, falls over board and other dangerous incidents. Where cause of death was known, nearly 80% of fatal boating incident victims drowned.<sup>1</sup> Passengers under the influence are at-risk of serious injury, whether the boat operator is sober or impaired and whether the boat is underway or not.<sup>2</sup>



Alcohol use as a **contributing factor** of fatalities, accidents and injuries since the conception of Operation Dry Water in 2009.

<sup>1</sup> 2019 USCG Recreational Boating Accident Statistics

<sup>2</sup> 2019 Boating Under the Influence (BUI) Research Report



# ODW WEEKEND COMPILATION VIDEOS

*From July 3 - 5, media outlets and agencies recorded numerous live events taking place on the water. NASBLA compiles this footage to create compilation videos to highlight the 2020 enforcement and awareness weekend.*



Florida Fish and Wildlife Conservation Commission



Alabama Wildlife & Freshwater Fisheries, Alabama Law Enforcement Agency and Georgia DNR, Law Enforcement Division host a joint press conference announcing their ODW Weekend activities and patrols.

Over the course of the Operation Dry Water weekend, NASBLA collects video footage from campaign partners and media outlets to create [several compilation videos](#) to highlight the activities of the campaign. These compilation videos include footage of officers administering the seated battery of standardized field sobriety testing (SFST), live interviews, promotional videos and other officer interactions with recreational boaters.

In 2020, three different compilation videos were created and published on the [NASBLA Vimeo profile](#) under the [Operation Dry Water channel](#). The first video is the '2020 Operation Dry Water - Enforcement & Awareness Campaign' video which focuses on the efforts made by agencies, organizations and media partners nationwide to spread awareness of the dangers associated with boating under the influence and the importance of the Operation Dry Water campaign.

The second video is the '2020 Operation Dry Water - Law Enforcement Compilation Video' which highlights the work and efforts made by the law enforcement officers, agencies and stations that participated in the 2020 heightened awareness and enforcement weekend. Lastly, there is a full compilation video, '2020 Operation Dry Water Weekend - Compilation Video', which includes media coverage highlights of law enforcement officers on the water, while raising awareness of the dangers of boating under the influence during the national 2020 Operation Dry Water weekend.





*Thank you to all of our participating agencies and stations!*





Save  
the Date

JULY 2 - 4, 2021

# OPERATION DRY WATER 2021

*The Operation Dry Water heightened awareness & enforcement weekend  
will take place nationwide July 2 - 4, 2021.*

Operation Dry Water (ODW) is a year-round boating under the influence awareness and enforcement campaign. The mission of ODW is to reduce the number of alcohol- and drug-related accidents and fatalities through increased recreational boater awareness and by fostering a stronger and more visible deterrent to alcohol use on the water.

Annually, the Operation Dry Water heightened awareness and enforcement weekend takes place over the Friday - Sunday closest to the July 4th holiday. In 2021, the 4th of July falls on a Sunday, so the ODW weekend will overlap the holiday itself.

This holiday is known for a significant presence of boaters on the water and unfortunately, an increased number of boating incidents and fatalities related to boating under the influence.

During the annual Operation Dry Water three-day weekend, law enforcement officers will be on high alert for those violating boating under the influence and other safety laws. Law enforcement agencies that participate in Operation Dry Water are asked to increase BUI enforcement during the targeted enforcement weekend as well as work with their local media, businesses and recreational boaters to spread the message and raise awareness of the dangers of boating under the influence all year long.

Connect with us on Social Media:



@OperationDryWater



@OpDryWater