



Paddlesports Committee
Annual Report
2021-2022 Committee Charges, Membership, and Next Cycle
Recommendations
August 19, 2022

Chair: Kim Jackson, Arizona
Vice Chair: Merri Walker, Massachusetts

NASBLA Paddlesports Committee Charter

Paddlesports Vision Statement

NASBLA's Paddlesports Committee provides a venue for a diverse group of stakeholders to engage with NASBLA members in productive dialogue to find actionable opportunities to partner and promote paddlesports while growing a culture of safety across the United States so that over time the incidence of accident and injuries declines even while participation increases. The Committee strives to develop recommendations and work products to the NASBLA membership based on the best data available and professional judgment of its diverse members.

Program recommendations will:

- *Advance the strategic plans of the National Recreational Boating Safety Program and NASBLA;*
- *Incorporate best practices and current research;*
- *Seek to mitigate risk factors, to grow a culture of paddling safety;*
- *Assure that the paddlesports community has the tools, information and messaging to reduce incidents, injuries and fatalities; and*
- *Connect the public, member organizations, and stakeholders with the products of the committee and others.*

Paddlesports Committee members are assembled into project teams, taking the lead on specific, assigned charges and monitoring activities.

2022 Annual Paddlesports Committee Meeting

The 2022 Paddlesports Committee Meeting held a virtual Committee kick-off meeting on November 9, 2021, a recording of the meeting is provided on Basecamp. The Committee held an in-person/hybrid meeting on March 4, 2022 in Lexington, KY following the State RBS Workshop. A copy of the full meeting agenda is provided in *Appendix A: 2022 Paddlesports Committee In-Person Meeting Agenda*.

2021-2022 Committee Leadership:

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This report provides a summary of committee deliverables and work products for the 2021-2022 Committee year.

PADDLE_2022-1 Data & Trends

Develop additional paddlesports dashboards to include analytics regarding national and state-specific content and alternative funding data (use, views, and linkage). Review fatalities related to paddlecraft from incident data. Determine the number of paddlecraft fatalities nationwide and determine how many operators were self-directed or rental. The committee will also continue to provide recommendations and input on alternative funding and policy. (Revised, carryover) (NASBLA 2.1, 2.5)

Needs Statement: Paddlecraft activities are growing in popularity across the country,

including in the area of sport fishing. We know little about these recreationalists, their decisions, current contributions to the Sport Fish Restoration and Boating Safety Trust Fund (Trust Fund), water awareness and education, and their public water access needs. We do know State agencies' safety response requests to these recreationalists are increasing as is the demand for more and differing types of public access sites among different recreationalists, in different locations, and for a variety of uses. The states are managing a growing number of paddlecraft users while demands for various types of public access is increasing, safety issues are growing, and states have insufficient information to inform their actions to best meet the needs of the public.

Measure of Effectiveness: A comprehensive, qualitative, and quantitative, Paddlesports Assessment Survey. This survey can be used as a statistical summary, behavior analysis, and increased awareness of waterway management for State Program use. Information to be posted on the NASBLA Boating Safety Dashboard in order for State Programs to have analytics regarding multiple use waterways management content (use, views, and linkage).

Deliverable(s): The key points of discussion for this charge was the need of access to the AFWA, NMMA, and RBFF survey data along with State agencies data in regards to the safety response requests to/from paddlers and demand for additional public access. The hope being to establish baseline measures for safety awareness and user needs. Unfortunately, survey data from AFWA, NMMA, and RBFF was not forthcoming, but the charge was successful in collecting State agency data, with 36 States responding to the Human-Propelled Paddlesports Funding Survey which was sent to the BLAs via the BLA Brief. Analysis of the State survey data and information from the assessment report developed during last year's committee cycle, we are in the process of creating new paddlesports dashboards. With additional contributing information from Performance Report Part II, NASBLA Leadership work with the Comptroller General and The National Boating Safety Advisory Council, further dashboard development is in the near future. Working in partnership with the Vessel Identification, Registration and Titling Committee (VIRT) to review of the NASBLA Model Act for Numbering and Titling of Non-Powered Vessels for possible changes and or updates is completed.

Next cycle recommendation: Continue this charge into the next cycle, but with revisions for the development of additional paddlesports dashboard screens to include analytics regarding national and state-specific content and supplemental funding data (use, views, and linkage). To better understand the risks of non-motorized boating, it is important to address key data gaps. Moving forward, it will be useful to better understand how boating accidents reports are prepared and how the NASBLA membership can provide a more complete understanding of non-motorized boating accidents. In addition, it will be useful to explore methodologies for estimating non-motorized boating use that would improve the ability to make relative comparisons to motorized boating and to other settings. Combined, these additional data elements will help inform discussion about the risks of non-motorized boating recreation in the nation and possible regulatory changes intended to improve safety. The committee would also continue to provide recommendations and input on supplemental funding and policy.

For additional information, see *Appendix B: PADDLE_2022-1 Data & Trends Final Report*

PADDLE_2022-1 Data & Trends Charge Leader: Craig Watson (OH)

2020 Charge Members: Rob Sendak (WA), Wendy Flynn (CT), Virgil Chambers (Associate Member), David Dickerson (Associate Member), Kim Jackson (AZ)

PADDLE_2022-2 Outreach to Paddlecraft Liveries & Retailers Best Practices

Distribute best practices for paddlecraft rental liveries, such as outreach, gear, staff training and boater education. Provide models for states to collaborate with paddlecraft dealers to advance educational opportunities. Develop relationships with conservation/outdoor groups to provide and cross promote boating safety messages, content, and resources. Develop methods to effectively provide these resources and messaging to a diverse (ex., entry level, non-motorized, demographically) boating community for a better boating experience. (NASBLA 1.1, 1.4, 1.5, 2.1, 2.2, 2.3, 2.5,2.6) (RBS Initiative 1: CoA 1, CoA 2, CoA 3, Initiative 3)

Needs Statement: Paddlecraft rental liveries are one of the prime outlets to engage entry level, non-motorized boaters in safety awareness and risk mitigation for increased safe participation. Developing best practices for state boating safety professionals to use offers an opportunity to engage retailers and livery operators and further boating safety messages for this hard-to-reach population.

Measure of Effectiveness: Through relationships with conservation/outdoor groups we will provide and cross promote boating safety messages, content, and resources as a manager-training subject at the retailers spring manager meetings. Ensure boating safety professionals have access to source information and best practices to engage paddlecraft liveries and retailers in order to help them educate, and deliver boating safety information to their customers. Create a template of social media and safety advertising in which liveries/retailers and others in the industry are able to drop in their own logo, use or cross-promote on social media.

Deliverable(s): Continuing with last cycle’s energy this charge engaged the Water Sports Foundation with additional leadership from Jim Emmons in securing Absolute Outdoor, Inc participation with our message. Absolute Outdoor (AO) specializes in water sports and marine products, which is the perfect partnership to provide and cross promote boating safety messages, content, and resources. They have relationships with most of the no service retailers who have capitalized on the recreational kayak/SUP explosion over the past few years. Asking AO how we could get retailers involved in the safety discussion, AO offered that they could procure time at each retailer’s next Manager Training Meeting. The Manager Training meetings are usually held in the spring of each year by major retailers like Dick’s Sporting Goods, Academy, Tractor Supply, Dunham’s, and even Walmart. We are hopeful we can inform the retailers with our new presentation about the importance of providing basic safety at point of sale (PSO), i.e. life

jackets, leashes, and paddler education to start. One of the best ways to get POS information regarding carriage requirements and the need for basic paddling education is through big box, sporting goods, and club store retailers. We are excited that we may be able to get in front of retailers next spring to ensure that they have access to source information and best practices to engage paddlecraft customers in order to them educate, and deliver boating safety information. Several concepts for reaching potential paddlesports customers from the charge members include “Do you know” safety messaging on the bottom of retailers’ receipts. Asking manufactures to include carriage requirements with their products. Refer to the appendix for additional templates to cross-promote boating safety information.

For additional information, see *Appendix C: PADDLE_2021-2 Outreach to Paddlecraft Liveries and Retailers Final Report*.

Next cycle recommendations: Carry over into the next cycle. Paddlesports communities are needed to facilitate conversations to improve safety and opportunities for collaboration. Continue to create templates of social media and safety advertising in which liveries/retailers and others in the industry are able to drop in their own logo, use or cross-promote on social media. Communication barriers have been greatly reduced by working with new partnerships gained during this committee work cycle.

PADDLE_2022-2 Outreach to Paddlecraft Liveries & Retailers Best Practices: Charge Leader: Lisa Dugan (MN)

Charge Members: Wendy Flynn (CT), Nick Duhe (NV), Jim Emmons (Associate Member), Emily King (Associate Member), Jeff Moag (Associate Member)

PADDLE_2022-3 Paddlecraft Access Inventory

Create an inventory of available databases and resources regarding access to waterways for paddlecraft. (NASBLA 2.3)

Needs Statement: As paddling becomes increasingly popular, waterways and access points can become more crowded. To help paddlers enjoy their boating experiences and to decrease potential user conflicts there is a need for more awareness of access to waterways for paddling.

Measure of Effectiveness: Improved communication and collaboration between the Paddlesports community and the states via the Paddling Resources Dashboard. Affective strategies to accomplish this goal while creating a coalition of supporters from all sides of the issue and creating, where possible, a consensus proposal.

Deliverable(s): The primary information gathered for Charge Three was for the state boating staff and others to recommend places for people to appropriately access the waterways with

their canoe, kayak, or paddleboard so they could have a safe and enjoyable experience. The data gathered gives suggested water trails and float trip destinations. In the form of a state map, this is a reference of trips to match with the paddler's skill and experience. The results of Charge Three are incorporated into the Paddling Resource Dashboard posted on the NASBLA website (please see link below). The NASBLA Paddling Resource Dashboard has in addition to water trails and float trip destinations, a link to the National River Project, which is an excellent database of geospatial portfolio of information on Wild & Scenic Rivers, whitewater rivers, access points and campgrounds within the United States all for the paddler, which was developed by the River Management Society. The Dashboard also includes a series of paddlesports safety video clips and a link to a collection of Rental Operations, Liveries and Outfitters, provided by Rental Boat Safety. We hope to include a crowd-sourcing component that will keep this valuable resource accurate and current with the ever-changing information on where to paddle and how to do it safely. At this time the Paddlesports Committee membership is updating their individual sites within the Dashboard.

For additional information, please visit the Paddling Resources Dashboard:

<https://idash.nasbla.net/idashboards/viewer/?guestuser=guest&dashID=152&c=0&NRD=True>

Next cycle recommendation: NASBLA Paddlesports Standing Charge. This charge is completed, however the charge or more accurately the Paddling Resource Dashboard should be a continuing charge to keep accurate and up-to-date information flowing. Develop next steps for NASBLAs State and Territories on how to update their individual site within the Dashboard.

PADDLE_2022-3 Paddlecraft Access Inventory: Standing Charge, Virgil Chambers (Associate Member)

Charge Members: Nick Duhe (NV), Rob Sendak (WA), Lisa Dugan (MN), Grant Brown (CO), Annie Grenier (AK), Wendy Flynn (CT), Adam Spangler (PA), Josh Hoffman (AZ), Kim Jackson (AZ), Merri Walker (MA), Jennifer McGee (FL), Craig Watson (OH)

PADDLE_2022-4 Microlearning

Develop microlearning training to help facilitate opportunities for officers, educators and administrators to engage the paddling community.
(NASBLA 2.6) (RBS Initiative 1)

Needs Statement: Officers, educators and administrators need new and innovative strategies to help facilitate opportunities to engage the paddling community. Microlearning components can quickly give these professionals the information and tools they need to effectively engage this growing boating community.

Measure of Effectiveness: Developing several microlearning-training modules for professional development to help facilitate opportunities for officers, educators, and administrators.

Deliverable(s): Ramp etiquette and boater conflict is one of the top concerns facing law enforcement today. To address this alarming issue charge members are delivering two styles of microlearning videos portraying on how to be a courteous boater, i.e. ramp etiquette for paddlers. The next deliverable for this charge with additional guidance from NASBLA membership input, is paddling terminology and differences between paddlecraft and powerboats, if you will “Terms of Paddling, i.e. Language of Paddlers”. This is a significant advantage for officers to improve paddler on the water contacts. Our last project for this committee cycle is the collection of paddlers wearing life jackets in all types of settings.

For additional information, see *Appendix E: PADDLE_2022-4 Microlearning Final Report*.

Next cycle recommendation: This charge should carry over into the next cycle, committee members have discussed creating additional microlearning videos directed towards making the waters safer for paddlers and officers. This project will likely only happen if this charge is allowed to continue.

PADDLE_2022-4 Microlearning: Charge Leader: Annie Grenier (AK)

Charge Members: Wendy Flynn (CT), Nick Duhe (NV), Josh Hoffman (AZ), Merri Walker (MA), Kim Jackson (AZ)

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