A REVIEW OF BOATING SAFETY EDUCATION PROGRAMS NATIONWIDE

PHASE I: BOATING SAFETY PROFESSIONALS’ OPINIONS ON AND ATTITUDES TOWARD BOATING SAFETY EDUCATION PROGRAMS

Conducted for the National Association of State Boating Law Administrators

by Responsive Management

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Acknowledgements

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A Review of Boating Safety Education Programs Nationwide—Phase I

EXECUTIVE SUMMARY
INTRODUCTION AND METHODOLOGY
This report is Phase I of a three-part study conducted for the National Association of State Boating Law Administrators (NASBLA) under a grant from the U.S. Coast Guard. The overall study is a review of boating safety education programs and a needs assessment. Phase I of the study was conducted to determine boating safety professionals’ attitudes toward boating safety programs and their professional recommendations for improving boating safety programs; it consisted of multi-modal surveys of State Boating Law Administrators and Education Coordinators. (Phase II consisted of a nationwide telephone survey of owners of registered boats to determine their opinions on and participation in boating safety education, as well as their perceptions and opinions on boating safety in general. The Phase II survey was designed to reflect owners of registered boats nationwide as well as regionally. Phase III is a synthesis of the Phase I and II reports, as well as data from a series of focus groups of owners of registered boats conducted after the Phase II nationwide telephone survey.)

The multi-modal surveys for Phase I were conducted via personal interviews and by telephone. The majority of the surveys were completed in-person at the NASBLA Spring Boating Law Administrators Workshop in Lexington, Kentucky (March 10 – 15, 2008), and the NASBLA Education and Awareness Committee meeting in San Diego, California (April 15 – 16, 2008). For Phase I, Responsive Management attempted to obtain a census of Boating Law Administrators and Education Coordinators. Responsive Management obtained a total of 41 completed interviews with Boating Law Administrators and 47 interviews with Education Coordinators.

Responsive Management maintains its own in-house surveying facilities, staffed by interviewers and data-entry personnel with experience conducting computer-assisted telephone interviews and data collection on natural resource and outdoor recreation issues. Responsive Management and NASBLA cooperatively developed the survey questionnaires.

The software used for data collection was Questionnaire Programming Language (QPL). The Phase I personal interviews were recorded and later entered by data entry personnel into the
database. For Phase I surveys completed by telephone, the data were entered into the computer as each interview was being conducted. The analysis of data was performed using Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management.

The multi-modal survey questionnaires consisted primarily of questions in an open-ended format (i.e., no response set was read) in an effort to capture “top-of-the-mind” issues associated with boating safety programs. These open-ended questions also obtained in-depth information and insight into boating safety programs.

**BOATING SAFETY ISSUES OF CONCERN**

- The top boating safety issue of concern among Boating Law Administrators is not wearing personal flotation devices (PFDs) (32% gave this response).

- Concerns related to PFDs are by far the top boating safety issue among Education Coordinators: over half (55%) gave a response related to PFDs.
  - Other common responses given were alcohol-related issues (40%) and accidents/fatalities in general (i.e., responses that were not specific about the type of accidents or fatalities) (21%).

**ACCIDENT CAUSES**

- Most commonly, Boating Law Administrators identified operator/boater inattention as the main reason that people have boating accidents: 37% gave this response. Other common reasons given are being unaware of or not observing the navigation rules or boating laws (22%), alcohol (15%), and falls overboard (15%).

**ISSUES PERTAINING SPECIFICALLY TO BOATING SAFETY PROGRAMS**

- Nearly half of Boating Law Administrators (46%) identified budget constraints/the need for more funding as one of the most important issues facing boating safety programs in their state. Other commonly named issues related to the need for staff or personnel, law enforcement, and outreach/promotion.
ACTIONS TO MAKE WATERS SAFER

- The top actions for making public waters safer named by Boating Law Administrators are increasing education (28% gave this response), increasing public awareness/outreach (21%), establishing mandatory boating safety education (21%), using increased or targeted advertising/marketing/media/messaging (18%), having programs/outreach to increase the use of PFDs (18%), and increasing law enforcement (15%).
  - Some Boating Law Administrators gave responses that pertain to extending mandatory boating safety education to include more types of boaters, more age groups, or all boaters.

- The top action for making public waters safer named by Education Coordinators is extending mandatory boating safety education to include more types of boaters, more age groups, or all boaters (19% gave an answer relating to this), followed by increasing education (17%), establishing mandatory boating education (13%), using increased or targeted advertising/marketing/media/messaging (11%), and having programs/outreach to increase the use of PFDs (11%).

EFFECTIVENESS OF BOATING SAFETY PROGRAMS AND PERCEIVED IMPROVEMENTS IN SAFETY

- All Boating Law Administrators think that the boating safety programs in their state are effective but are fairly evenly split between thinking the programs are very effective (51% gave this response) and somewhat effective (49%).
  - In a follow-up question, Boating Law Administrators were asked about specific results or improvements in boater safety in the state as a result of boating safety programs. Most commonly cited improvements are a decrease in accidents (27%), a decrease in fatalities (27%), and a general increase in awareness of safety and safety programs (22%).
All Education Coordinators think that the boating safety education programs in their state are effective, with the majority (60%) saying the education programs are somewhat effective and 40% saying the education programs are very effective.

- In a follow-up question, Education Coordinators were asked about what makes boating safety programs in the state effective. The most common responses are staff-related responses, such as having dedicated staff, appropriate training of staff, and/or having full-time staff (17%), quality of instruction (17%), availability of classes (15%), and mandatory education requirements (15%)

About a third of Boating Law Administrators (35%) say that boating safety programs in their state can be improved with outreach and education efforts, and another third (33%) give staff-related responses regarding how boating safety programs can be improved, such as having dedicated staff, appropriate training of staff, and/or having full-time staff. Other common responses on how boating safety programs can be improved include increased funding (25%) and increased program organization/implementation (20%)

Education Coordinators most commonly indicated that boating safety education programs in their state can be improved with outreach and education efforts (17% gave this response), followed by stricter mandatory education requirements (15%) and increased availability of classes (13%). (Note that Boating Law Administrators were asked about “boating safety programs” while Education Coordinators were asked about “boating safety education programs.”)

Boating Law Administrators and Education Coordinators were asked about the types of outreach efforts that are the most effective in their state. Although responses varied greatly, the top outreach effort identified by both Boating Law Administrators and Education Coordinators is media in general, which includes all types of specific media mentioned as well as non-specific media responses, public service announcements (PSAs), and advertisements. Specifically, PSAs were the most commonly named type of media and were
among the top four outreach efforts identified (29% of Boating Law Administrators and 26% of Education Coordinators).

- Other common outreach efforts among both Boating Law Administrators and Education Coordinators include boat shows, fairs/public events, and programs for or working with schools.

NEEDS OF BOATING SAFETY PROGRAMS

- Boating Law Administrators are split on whether the boating safety education needs of all boaters are being adequately addressed: 51% say the boating safety education needs of all boaters in their state are not being met, but 44% say the boating safety needs are being met.
- Among Boating Law Administrators who say the boating safety education needs of all boaters in their state are not being adequately addressed, nearly a quarter (24%) say the needs are not being met because there are no mandatory education requirements.

- Nearly two-thirds of Education Coordinators (64%) indicate that they think the boating safety education needs of all boaters in their state are being adequately addressed.
- Among Education Coordinators who say the boating safety education needs of all boaters in their state are not being adequately addressed, about a third (35%) say the needs are not being met because there are no mandatory education requirements.

STRENGTHS OF BOATING SAFETY PROGRAMS

- Four strengths of boating safety programs as perceived by Boating Law Administrators stand out among other responses (in an open-ended question): outreach and education (32%), programs are comprehensive and stable (27%), law enforcement (27%), and having dedicated, well-trained, and/or full-time staff (24%).

WEAKNESSES OF BOATING SAFETY PROGRAMS

- Four weaknesses of boating safety programs as perceived by Boating Law Administrators stand out among other responses (in an open-ended question): lack of staff available (37% gave an answer relating to this), lack of dedicated funding (34%), lack of program
coordination among agencies or divisions within agency (34%), and not enough outreach and education efforts (27%).

TARGET AUDIENCES FOR BOATING SAFETY PROGRAMS

- Boating Law Administrators identified, in an open-ended question, twelve groups within the boating population that should have the highest priority for boating safety programs.
  - Of the twelve groups named by Boating Law Administrators, five pertain strictly to age (from children through senior citizens). The highest priority by age, according to Boating Law Administrators, should be younger adults.
  - Of groups not identified solely by age, males are particularly seen as being a high priority.

- The Education Coordinators were also asked in an open-ended question which groups should be the highest priority (but specifically for boating safety education programs) for programs.
  - Of the twelve groups named by Education Coordinators, four pertain strictly to age (from children through older adults; note that senior citizens were not on this list). The highest priority by age, according to Education Coordinators, should be younger adults.
  - As they were in the Boating Law Administrator survey, males are prominently named as being a high priority for boating safety education programs.

- The survey asked Education Coordinators about how much their state currently targets ten different audience types (e.g., teenagers, personal watercraft operators) for boating safety education.
  - Of audiences identified by age, teenagers (58% of Education Coordinators say their state targets this group a great deal), young adults (42%), and “boaters born on or after a certain date” (33%) stand out as being targeted a great deal.
  - Of audience types that pertain to something other than age, only personal watercraft operators are targeted a great deal by a majority of states surveyed (52%).
STAFFING FOR BOATING SAFETY PROGRAMS

- The majority of Boating Law Administrators (68%) indicate that the number of boating safety program staff in their state is too few; however, about a quarter (27%) indicate that the number of staff is about the right amount.

- The survey asked Boating Law Administrators to name, in an open-ended format, the most important issues relating to staffing needs for boating safety programs. The leading response, by far, is lack of staff/personnel (61% named this as an important staffing issue), followed by education staffing issues (44%), funding issues (37%), law enforcement staffing issues (27%), and heavy workloads (22%).

VOLUNTEERS FOR BOATING SAFETY PROGRAMS

- A large majority of Boating Law Administrators (80%) say the boating education programs in their state use volunteers.
  - The Coast Guard Auxiliary is the top way that volunteers are recruited (34% of Boating Law Administrators said this is one way volunteers are recruited). However, the next most common response is word-of-mouth (28%).

- A large majority of Education Coordinators (89%) say the boating safety education programs in their state use volunteers.

- The overwhelmingly most common task for volunteers is as a course instructor: 91% of Boating Law Administrators and all of Education Coordinators gave this answer.

- When asked to name the most important issues relating to volunteers for boating safety programs, Boating Law Administrators most commonly say volunteer incentives/motivation (36%), recruitment and retention (24%), and training (18%).

- When asked to name the most important issues relating to volunteers for boating safety education programs, Education Coordinators most commonly say training (33%), volunteer incentives/motivation (26%), and recruitment and retention (21%). (Again, note that Boating
Law Administrators were asked about “boating safety programs” while Education Coordinators were asked about “boating safety education programs.”

**FUNDING AND BUDGETS FOR BOATING SAFETY PROGRAMS**

- Currently, the median budget for boating safety programs is $1.6 million; however, responses varied greatly, ranging from $200,000 to more than $6 million.

- Currently, the median budget for boating safety education programs is $187,500.

- An overwhelming majority of Boating Law Administrators (95%) think the budget for boating safety programs in their state is used effectively.
  - The most common responses for why they think the budget is used effectively are that the budget is used effectively in general, that the budget is used effectively within budget limitations, that the budget is used for paying law enforcement officers, that the budget is used for boating safety education, and that the budget is used for maintenance of law enforcement equipment.

- A large majority of Education Coordinators (85%) think the budget for boating safety education programs in their state is used effectively.
  - The most common responses for why they think the budget is used effectively are that it is spent on education materials, that it is spent on outreach materials, that it is spent on books, that it is used for advertising, that it helps provide boating safety education, that it is used in partnerships, and that it is used for safety equipment.

**EDUCATION PROGRAM FORMATS AND TOPICS**

- Boating safety education courses are predominantly completed in the classroom or online.

- The classroom format is perceived as the most effective education format by the overwhelming majority of Boating Law Administrators (78%). Nonetheless, distance learning via online (22%) is also commonly named.
Among those who said classroom instruction is the most effective, nearly half (44%) say they think it is the most effective because it is hands-on and more personal.

The most popular reason for citing distance learning by web/online or home study is that more people utilize or prefer this method.

The classroom format is perceived as the most effective education format by the overwhelming majority of Education Coordinators (83%). Nonetheless, distance learning via online (9%) is also named by some in this group as well.

Among those who said classroom instruction is the most effective, the large majority (79%) say the reason is that classrooms are more personal, stimulating, interactive, and/or in-depth.

The majority of Boating Law Administrators indicate that they think the current course standards for NASBLA-approved courses are fine (71%); otherwise, the most common additional topic they think should be covered in boating safety education courses is state-specific information (10% gave this answer).

Among Education Coordinators who identified an additional topic they think should be covered in boating safety education courses, the most common additional topics named are programs for paddlesports participants and non-motorized boaters (23%), local-specific information (15%), inner tubing/wake boarding (15%), and programs regarding various weather conditions (15%).

RECIROCITY IN BOATING SAFETY CERTIFICATION

A large majority of Boating Law Administrators (88%) indicate that their state currently accepts proof from visiting boaters of boating safety education certification from another state for a short period of time.

All of the Education Coordinators in the survey indicate that their state currently accepts proof from visiting boaters of boating safety education certification from another state for a short period of time.
An overwhelming majority of Boating Law Administrators (93%) support accepting proof from visiting boaters of boating safety education certification from another state for a short period of time, with most (83%) strongly supporting acceptance of certification from another state.

- None oppose accepting proof of boating safety education certification from another state.
- The two most common responses regarding why Boating Law Administrators support accepting proof of boating safety education certification from another state are because NASBLA-approved courses are standard in all states (47% of those who support accepting proof gave this answer) and because boaters who have completed a course in another state are assumed to be competent (39%).

An overwhelming majority of Education Coordinators (96%) support accepting proof from visiting boaters of boating safety education certification from another state for a short period of time, with most (85%) strongly supporting acceptance of certification from another state.

- The most common responses regarding why Education Coordinators support accepting proof from visiting boaters of boating safety education certification from another state are because NASBLA standards meet their own state’s standards (42% of those who support) and because other states’ standards meet their state’s standards (33%).

A majority of Education Coordinators (76%) support accepting proof from new residents in the state of boating safety education certification from another state, with most (70%) strongly supporting acceptance of certification from another state for new residents; only 18% oppose.

- Common reasons for supporting acceptance of proof from another state for a new resident are because other states’ standards meet their state’s standards (42%) and because NASBLA standards meet their own state’s standards (39%). Not wanting to create an undue burden on new residents (19%) is another reason given by some. The only reason given for opposing accepting certification from another state for new residents is to ensure that new boaters have all necessary state-specific information.
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INTRODUCTION AND METHODOLOGY
This report is Phase I of a three-part study conducted for the National Association of State Boating Law Administrators (NASBLA). The overall study is a review of boating safety education programs and a needs assessment. Phase I of the study was conducted to determine boating safety professionals’ attitudes toward boating safety programs and their professional recommendations for improving boating safety programs; it consisted of multi-modal surveys of State Boating Law Administrators and Education Coordinators. (Phase II consisted of a telephone survey of boaters nationwide to determine registered boat owners’ opinions on and participation in boating safety education, as well as their perceptions and opinions on boating safety in general. The Phase II survey was designed to reflect owners of registered boats nationwide as well as regionally. Phase III is a synthesis of the Phase I and II reports, as well as data from a series of focus groups of owners of registered boats conducted after the Phase II nationwide telephone survey.)

The Phase I multi-modal surveys were conducted via personal interviews and by telephone. The majority of the surveys were completed in-person at the NASBLA Spring Boating Law Administrators Workshop in Lexington, Kentucky (March 10 – 15, 2008), and the NASBLA Education and Awareness Committee meeting in San Diego, California (April 15 – 16, 2008). For Phase I, Responsive Management attempted to obtain a complete census of Boating Law Administrators and Education Coordinators. Responsive Management obtained a total of 41 completed interviews with Boating Law Administrators and 47 interviews with Education Coordinators.

Responsive Management maintains its own in-house surveying facilities, staffed by interviewers and data-entry personnel with experience conducting computer-assisted telephone interviews and data collection on natural resource and outdoor recreation issues. Responsive Management and NASBLA cooperatively developed the survey questionnaires.

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as each interview was being conducted. The analysis of data was performed using Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management.

The multi-modal survey questionnaires consisted primarily of questions in an open-ended format (i.e., no response set was read) in an effort to capture “top-of-the-mind” issues associated with boating safety programs as well as to obtain more in-depth information and insight into boating safety programs. The analysis of the responses to open-ended questions entailed several steps. First, the data were examined in detail for clarity and accuracy. Second, the data were edited where appropriate for clarity, and audio recordings were reviewed a second time to confirm the accuracy of the data. Third, the data was closely analyzed for recurring themes, as well as for relevance to the purpose of the research. As part of this part of the analysis, data were categorized and computer coded so that the emerging themes, issues, and most common responses could be quantitatively analyzed and displayed in easy-to-read graphs and tables, which are presented in this report. These data were further examined and analyzed in subsequent phases of the study in relation to the results of the Phase II telephone survey of owners of registered boats and for development of recommendations for boating safety programs.

Note that some results in the graphs may not sum to exactly 100% because of rounding. Additionally, rounding on the graphs may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when “strongly support” and “moderately support” are summed to determine the total percentage in support).

In the following graphs in this report, response categories having few or no respondents, as well as responses labeled “other,” “don’t know,” and/or “did not give an answer” are not always displayed.

A note about the layout of the report: some graphs pertain to more than one section, so these graphs are discussed in more than one section of the report. In these instances when the graph is discussed in more than one section, the graph is only shown in one section with a call-out in the other section indicating where the graph is located.
BOATING SAFETY ISSUES OF CONCERN

ISSUES OF CONCERN

➢ Boating Law Administrators were asked in an open-ended question (i.e., no response set was read) to name the types of boating safety issues that concern them the most. Responses varied greatly. The top boating safety issue of concern among Boating Law Administrators is boaters’ *not* wearing personal flotation devices (PFDs) (32% gave this response).

- Other common responses given are alcohol-related issues (27%) and education/lack of education (27%).

➢ Education Coordinators were also asked, in an open-ended question, to name the types of boating safety issues that concern them the most. Concerns related to PFDs are by far the top boating safety issue among Education Coordinators: over half (55%) give a response related to PFDs. These responses primarily focus on boaters’ not wearing PFDs and getting boaters to wear PFDs. However, several responses identify the need to educate people on PFD use, including how easy and comfortable they are to wear. One response addresses the accessibility of PFDs.

- The graph also displays more specific categories related to getting age-related groups to wear PFDs, including children (6% of Education Coordinators give this response), young adults (2%), and older adults (2%). Note that these responses are counted in the general category for PFDs discussed above as well.

- Other common responses given are alcohol-related issues (40%) and accidents/fatalities in general (i.e., responses that were not specific about the *type* of accidents or fatalities) (21%).
As the state Boating Law Administrator, what boating safety issues concern you the most? (Boating Law Administrators)

- Not wearing life jackets: 32%
- Alcohol use / BUI / alcohol-related accidents: 27%
- Education / lack of education: 27%
- Accidents / fatalities (non-specific): 15%
- Funding / not enough funding: 15%
- Need mandatory boating safety education: 10%
- Overcrowded waterways: 10%
- Hazardous / unusual / high risk water conditions: 10%
- Accidents re: kayaks / paddlesports / whitewater rafting: 7%
- Unaware of / not observing rules of navigation: 7%
- Reckless / careless operators: 5%
- Offering / improving available education: 5%
- Lack of law enforcement: 5%
- Unsafe equipment / not having safety equipment: 5%
- Personal watercraft: 2%
- Speed at which watercraft operated: 2%
- Lack of public access: 2%
- Water quality: 2%

Multiple Responses Allowed

Percent (n=41)
As the state Boating Education Coordinator, what boating safety issues concern you the most? (Education Coordinators)

Not wearing life jackets / any life jacket answer (includes subsets below) - 55%
Alcohol use / BUI / alcohol-related accidents - 40%
Life jackets: getting people in general to wear them (subset of above) - 38%
Accidents / fatalities (non-specific) - 21%
Unaware of / not observing rules of navigation - 17%
Education / lack of education - 13%
Accidents / issues re: kayaks / paddlesports / whitewater rafting - 11%
Operator / boater inattention - 9%
Need to increase public awareness of boating safety / communicate with public - 9%
Personal watercraft - 6%
Need for / need to expand mandatory boating safety education - 6%
Life jackets: getting children to wear them (subset of above) - 6%
Small boats (capsizing, etc.) - 6%
Hazardous / unusual / high risk water conditions - 6%
Lack of knowledge about boating safety - 4%
Falls overboard - 4%
Drowning - 4%
Life jackets: getting older adults to wear them (subset of above) - 2%
Life jackets: getting young adults to wear them (subset of above) - 2%
Unsafe equipment / not having safety equipment - 2%
Boat / watercraft collisions - 2%
ACCIDENT CAUSES

- Most commonly, Boating Law Administrators identified operator/boater inattention (37% gave this response) as the main reason that people have boating accidents. Other common reasons given are being unaware of or not observing the rules of navigation or boating laws (22%), alcohol (15%), and falls overboard (15%). Other reasons had 10% or less of respondents.
What would you say is the main reason that people have boating accidents?

(Boating Law Administrators)

- Operator inattention: 37%
- Unaware of / not observing navigation rules or boating laws: 22%
- Alcohol: 15%
- Falls overboard: 15%
- Reckless / careless operation: 10%
- Lack of experience: 10%
- Lack of education: 10%
- Capsizing: 10%
- Lack of proper lookout: 10%
- Operator error: 7%
- Lack of knowledge / understanding that boating is dangerous: 5%
- Speed at which watercraft are operated: 5%
- Overcrowded waterways: 5%
- Not wearing life jackets: 5%
- Boat / watercraft collisions: 5%
- Lack of familiarity with / awareness of environment and hazards specific to the area: 5%
- Personal watercraft: 2%
- Inadequate operator training: 2%
- Do not have / use safety equipment: 2%
- Drowning: 2%
- Hazardous / unusual / high risk water conditions: 2%

Multiple Responses Allowed

Percent (n=41)
ISSUES PERTAINING SPECIFICALLY TO BOATING SAFETY PROGRAMS

> Nearly half of Boating Law Administrators (46%) identified budget constraints/the need for more funding as one of the most important issues facing boating safety programs in their state. Other commonly named issues include the need for more staff/the need to retain staff (22%), lack of law enforcement/sharing law enforcement with another agency or for other purposes (17%), and outreach/promotion (12%).
What are the most important issues facing boating safety programs in your state?
(Boating Law Administrators)

- Budget constraints / need more funding: 46%
- Need more / need to retain staff or personnel: 22%
- Lack of enforcement / sharing law enforcement: 17%
- Outreach / promotion: 12%
- Meeting demand for boater education: 5%
- Public support: 5%
- Political / legislative support: 5%
- Passing mandatory boating safety education law: 2%
- Hazardous / unusual / high risk water conditions: 2%
- Nothing: 2%

Multiple Responses Allowed

Percent (n=41)
SAFETY EFFORTS AND PROGRAMS

ACTIONS TO MAKE WATERS SAFER

➢ The top actions for making public waters safer named by Boating Law Administrators are increasing education (28% gave this response), increasing public awareness/outreach (21%), establishing mandatory boating safety education (21%), using increased or targeted advertising/marketing/media/messaging (18%), having programs/outreach to increase the use of PFDs (18%), and increasing law enforcement (15%).

• Some Boating Law Administrators gave responses that pertain to extending mandatory boating safety education to include more types of boaters, more age groups, or all boaters.

• In a related question, Boating Law Administrators most commonly say that boating safety programs in their state can be improved with outreach and education efforts, followed by staff-related responses, such as having dedicated staff, appropriate training of staff, and/or having full-time staff. (This graph is shown in the section titled “Effectiveness of Boating Safety Programs and Perceived Improvements in Safety.”)

• In another related question, Boating Law Administrators were asked about additional topics of information they think should be covered in the boating safety education courses. While a majority indicated that they think the NASBLA-approved course standards are currently fine, a small percentage (10%) expressed a desire for more state-specific information to be included in the courses. (This graph is shown in the section titled, “Education Program Formats and Topics.”)

➢ The top action for making public waters safer named by Education Coordinators is extending mandatory boating safety education to include more types of boaters, more age groups, or all boaters (19% gave an answer relating to this), followed by increasing education (17%), establishing mandatory boating education (13%), using increased or targeted advertising/marketing/media/messaging (11%), and having programs/outreach to increase the use of PFDs (11%).

• In a related question, Education Coordinators also most commonly indicated that boating safety programs in their state can be improved with outreach and education efforts, followed by stricter mandatory education requirements and increased availability of
classes. (This graph is shown in the section titled “Effectiveness of Boating Safety Programs and Perceived Improvements in Safety.”)

• In another related question, Education Coordinators were asked about additional topics or information they think should be covered in the NASBLA-approved boating safety education courses. The most common responses (among those who gave a response) are programs for non-motorized boaters, local-specific information, inner tubing/wake boarding, and programs regarding various weather conditions. (This graph is shown in the section titled, “Education Program Formats and Topics.”)
In your opinion, what actions could be taken in your state to make public waters safer? (Boating Law Administrators)

- Increase education: 28%
- Increase public awareness / outreach (non-specific): 21%
- Mandatory boating safety education (in general): 21%
- Increased or targeted advertising / marketing / media / messaging: 18%
- Programs / outreach to increase use of life jackets: 18%
- Increase law enforcement: 15%
- Mandatory boating safety education to include more groups / all boaters: 13%
- Programs / outreach to address alcohol use: 5%
- Increase awareness of education / the importance of education: 5%
- Operator proficiency standard / age limit / expand license requirements: 5%
- Provide boating safety education in public schools: 3%
- Mandatory life jacket use: 3%

Multiple Responses Allowed

Percent (n=39)
In your opinion, what education efforts or actions could be taken in your state to make public waters safer?

(Education Coordinators)

Multiple Responses Allowed

- Mandatory boating safety education to include more groups / all boaters: 19
- Increase education: 17
- Mandatory boating safety education (in general): 13
- Increased or targeted advertising / marketing / media / messaging: 11
- Programs / outreach to increase use of life jackets: 11
- Increase awareness of education / the importance of education: 9
- Mandatory life jacket use: 9
- Increase law enforcement: 9
- Increase public awareness / outreach (non-specific): 6
- Operator proficiency standard / age limit / expand license requirements: 4
- Hands-on education: 4
- Programs / outreach to address alcohol use: 2
- Provide boating safety education in public schools: 2

Percent (n=47)
EFFECTIVENESS OF BOATING SAFETY PROGRAMS AND PERCEIVED IMPROVEMENTS IN SAFETY

➢ All Boating Law Administrators think that the boating safety programs in their state are effective but are fairly evenly split between thinking the programs are very effective (51% gave this response) and somewhat effective (49%).

• In a follow-up question, Boating Law Administrators were asked about specific results or improvements in boater safety in the state that could be attributed to boating safety programs. Most commonly cited improvements are a decrease in accidents (27%), a decrease in fatalities (27%), and a general increase in awareness of safety and safety programs (22%).

➢ All Education Coordinators think that the boating safety education programs in their state are effective, with the majority (60%) saying the education programs are somewhat effective and 40% saying the education programs are very effective.

• Note that Education Coordinators were asked to rate the effectiveness of boating safety education programs, which is only one component (i.e., the boating safety education component) of all boating safety programs about which the Boating Law Administrators were asked.

• In a follow-up question, Education Coordinators were asked about what makes boating safety programs in the state effective. The most common responses are staff-related responses, such as having dedicated staff, appropriate training of staff, and/or having full-time staff (17%), quality of instruction (17%), availability of classes (15%), and mandatory education requirements (15%).

➢ About a third of Boating Law Administrators (35%) say that boating safety programs in their state can be improved with outreach and education efforts, and another third (33%) gave staff-related responses regarding how boating safety programs can be improved, such as having dedicated staff, appropriate training of staff, and/or having full-time staff. Other common responses on how boating safety programs can be improved included increased funding (25%) and increased program organization/implementation (20%).
Education Coordinators most commonly indicated that boating safety education programs in their state can be improved with outreach and education efforts (17% gave this response), followed by stricter mandatory education requirements (15%) and increased availability of classes (13%).

Boating Law Administrators and Education Coordinators were asked about the types of outreach efforts that are the most effective in their state. Although responses varied greatly, the top outreach effort identified by both Boating Law Administrators and Education Coordinators is media in general, which includes all types of specific media mentioned as well as non-specific media responses, public service announcements (PSAs), and advertisements. Specifically, PSAs were the most commonly named type of media and were among the top four outreach efforts identified (29% of Boating Law Administrators and 26% of Education Coordinators).

- Other common outreach efforts among both Boating Law Administrators and Education Coordinators include boat shows, fairs/public events, and programs for or working with schools.

- Respondents were also asked about specific results or improvements in boater safety that they may have seen in their state as a result of the outreach efforts. Overall, respondents had some difficulty corresponding specific results with specific outreach efforts. Results and improvements that were named are shown in the table in this section.
Overall, how effective do you think the boating safety programs are in your state? Would you say very effective, somewhat effective, or not at all effective?

(Boating Law Administrators)

Note: None answered, "Not at all effective."
What specific results or improvements in boater safety have you seen in your state as a result of boating safety programs? (Boating Law Administrators)

- Decrease in accidents: 27
- Decrease in fatalities: 27
- Increase in awareness of safety and safety programs: 22
- Decrease in personal watercraft accidents / violations / reckless operation: 15
- Increase in community acceptance and compliance: 12
- Positive feedback: 12
- Increase in life jacket use: 10
- Decrease in alcohol-related accidents / BUIs: 5
- No answer: 7

Multiple Responses Allowed

Percent (n=41)
Overall, how effective do you think the boating safety education programs are in your state? Would you say very effective, somewhat effective, or not at all effective? (Education Coordinators)

Note: None answered, "Not at all effective."
What makes boating safety programs in your state effective?

(Education Coordinators)

- Dedication of / training of / having full-time staff: 17%
- Quality of instruction: 17%
- Availability of classes: 15%
- Mandatory boating safety education requirements: 15%
- Partnering with other agencies: 11%
- Outreach and education efforts: 9%
- Increase in boating safety education course participation: 6%
- Decrease in accidents: 4%
- Decrease in fatalities: 4%
- Decrease in personal watercraft accidents: 4%
- Increase in life jacket use: 4%
- Outreach in schools: 2%
- Law enforcement: 2%
- Education course is free of charge: 2%
- Research-based strategies / correlations between course and accident statistics: 2%
- Answer related more to what was NOT effective / what was needed to be more effective: 13%

Percent (n=47)
How can boating safety programs in your state be improved?
(Boating Law Administrators)

- Outreach and education efforts: 35%
- Dedication of / training of / having full-time staff: 33%
- Increased funding: 25%
- Increased program organization / implementation: 20%
- Law enforcement: 10%
- Dedicated funding: 8%
- Partnering with other agencies: 8%
- Mandatory boating safety education requirements: 5%
- Class time should be longer: 3%
- Use of props during class to increase understanding: 3%
- Cover navigational rules more extensively: 3%
- Reach non-traditional audiences: 3%
- Increased use of technology: 3%

Percent (n=40)
How can boating safety education programs in your state be improved?
(Education Coordinators)

- Outreach and education efforts: 17%
- Stricter mandatory boating safety education requirements: 15%
- Increased availability of classes: 13%
- More staff to teach boating safety education: 11%
- Increased funding: 11%
- Mandatory boating safety education requirements: 11%
- Increased program organization / implementation: 11%
- Add hands-on component for courses: 6%
- Dedication of / training of / having full-time staff: 4%
- Time (to see effects of mandatory education): 4%
- Reach non-traditional audiences: 2%
- Getting feedback from instructors: 2%
- Increased use of technology: 2%
- Mandatory registration of all vessels: 2%

Multiple Responses Allowed

Percent (n=47)
What types of outreach efforts are the most effective for boating safety programs in your state?

(Part 1)

(Boating Law Administrators)

Multiple Responses Allowed

<table>
<thead>
<tr>
<th>Effort</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any media answer in general (includes those designated as subsets below)</td>
<td>37</td>
</tr>
<tr>
<td>Boat shows</td>
<td>29</td>
</tr>
<tr>
<td>Media: PSAs (subset of &quot;Any media&quot;)</td>
<td>29</td>
</tr>
<tr>
<td>Fairs / public events</td>
<td>22</td>
</tr>
<tr>
<td>Programs for / working with schools</td>
<td>15</td>
</tr>
<tr>
<td>Publications (e.g., brochures, pamphlets, guidebooks)</td>
<td>15</td>
</tr>
<tr>
<td>Outreach partners</td>
<td>15</td>
</tr>
<tr>
<td>Law enforcement</td>
<td>15</td>
</tr>
<tr>
<td>Sportsmen's organizations / shows</td>
<td>12</td>
</tr>
<tr>
<td>Education courses</td>
<td>12</td>
</tr>
<tr>
<td>Billboards</td>
<td>12</td>
</tr>
<tr>
<td>Giveaways / free items (e.g., life jackets, t-shirts)</td>
<td>12</td>
</tr>
<tr>
<td>Programs / efforts that target youth</td>
<td>10</td>
</tr>
<tr>
<td>Media: radio (subset of &quot;Any media&quot;)</td>
<td>10</td>
</tr>
<tr>
<td>Media: television (subset of &quot;Any media&quot;)</td>
<td>10</td>
</tr>
</tbody>
</table>
What types of outreach efforts are the most effective for boating safety programs in your state?

(Part 2)

(Boating Law Administrators)
What types of outreach programs are the most effective for boating safety education programs in your state?

(Education Coordinators)

| Program Type                                                                 | Percent (n=46) |
|----------------------------------------------------------------------------|--|---|
| Any media answer in general (includes those designated as subsets below)   | 43 |
| Media: PSAs (subset of "Any media")                                        | 26 |
| Programs for / working with schools                                         | 22 |
| Boat shows                                                                  | 17 |
| Fairs / public events                                                       | 15 |
| Education courses                                                           | 13 |
| Billboards                                                                  | 11 |
| Outreach partners                                                           | 11 |
| Website / online                                                            | 11 |
| Publications (e.g., brochures, pamphlets, brochures)                        | 9  |
| Law enforcement                                                             | 9  |
| Giveaways / free items (e.g., life jackets, t-shirts)                       | 7  |
| Programs / efforts that target youth                                        | 7  |
| Media: radio (subset of "Any media")                                       | 4  |
| Courtesy boat safety inspections                                            | 4  |
| One-on-one with individuals                                                 | 4  |
| Sportsmen's organizations / shows                                           | 2  |
| Media: newspaper / print (subset of "Any media")                           | 2  |
| "Nobody's Waterproof" campaign                                              | 2  |
| Target those for whom education is NOT mandatory                            | 2  |
| National Safe Boating Week                                                  | 2  |
| "AquaSMART" program                                                         | 2  |
| Junior boating program                                                      | 2  |
| PFD / life jacket loaner program                                            | 2  |
| Boat for displays, shows, and events                                       | 2  |
| "Wear It" campaign                                                          | 2  |

Multiple Responses Allowed
The following table lists outreach programs and corresponding results or improvements identified by each state or territory. The row for each state/territory contains responses from both the Boating Law Administrator and Education Coordinator from that state/territory. Blank cells indicate that the state in question did not list any results or improvements for the outreach program shown in the corresponding cell to the left. Additionally, Boating Law Administrators and Education Coordinators often cited general results or improvements that they could not attribute to a specific program or that they attributed to multiple outreach efforts; such results are displayed in a cell that corresponds to several cells in the column to the left.

<table>
<thead>
<tr>
<th>State/Territory</th>
<th>Outreach Programs</th>
<th>Results or Improvements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>Participating in a PFD loaner program and a PFD and T-shirt giveaway program for kids</td>
<td>Children now approach officers to show they are wearing a PFD to receive a free T-shirt</td>
</tr>
<tr>
<td></td>
<td>Producing boating safety exhibition</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Partnering with the Corps of Engineers and school systems to teach boating safety in schools in conjunction with driver education</td>
<td></td>
</tr>
<tr>
<td>Alaska</td>
<td>Participating in classroom learning and producing classroom and school programs</td>
<td>Increased awareness among boating public</td>
</tr>
<tr>
<td></td>
<td>Producing <em>Alaska Boater’s Handbook</em></td>
<td>Fewer citations per on-the-water contacts</td>
</tr>
<tr>
<td></td>
<td>Producing cold water education video</td>
<td></td>
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<tr>
<td></td>
<td>Producing PSAs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Participating PFD loaner program</td>
<td>PFD wear has significantly higher compliance numbers</td>
</tr>
<tr>
<td>Arizona</td>
<td>Participating in shore side and on-the-water programs</td>
<td>Public appears to display increased awareness</td>
</tr>
<tr>
<td>Arkansas</td>
<td>Producing billboards on boating safety</td>
<td>Increased participation in boating safety education courses</td>
</tr>
<tr>
<td></td>
<td>Partnering with Corps of Engineers, Coast Guard Auxiliary, State Parks</td>
<td>More children under 13 are wearing life jackets</td>
</tr>
<tr>
<td></td>
<td>Producing commercials on boating safety</td>
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<tr>
<td></td>
<td>Making appearances at clubs, churches, and wildlife groups to present boating safety information</td>
<td></td>
</tr>
<tr>
<td>State/Territory</td>
<td>Outreach Programs</td>
<td>Results or Improvements</td>
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<tr>
<td>----------------</td>
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</tr>
<tr>
<td>California</td>
<td>Partnering with colleges and universities to offer boating instruction and safety centers</td>
<td>Downward trend in accidents and fatalities</td>
</tr>
<tr>
<td></td>
<td>Participating in the “Wear It” campaign</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Producing radio advertisements and interacting with the public through law enforcement personnel</td>
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</tr>
<tr>
<td>Connecticut</td>
<td>Maintaining public relations trailer and public relations boat at agricultural fairs and boat fairs</td>
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<tr>
<td></td>
<td>Maintaining booths at boat shows and safety fairs</td>
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<tr>
<td></td>
<td>Exhibiting simulation goggles</td>
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<tr>
<td></td>
<td>Participating in various speaking events</td>
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<tr>
<td></td>
<td>Producing the “AquaSMART” program in schools for kids, including incentive prizes</td>
<td></td>
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<tr>
<td></td>
<td>Producing the “We Caught You Doing Something Right” program; checking for PFD wear on the water</td>
<td>Observed numerous children wearing PFDs</td>
</tr>
<tr>
<td>Delaware</td>
<td>Producing radio ads, PSAs, billboards</td>
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<tr>
<td>Florida</td>
<td>Producing boating safety courses</td>
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<td></td>
<td>Producing locally-focused programs</td>
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<td></td>
<td>Distributing information to local news media</td>
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<td></td>
<td>Working with local law enforcement and Power Squadrons</td>
<td>Awareness of certain boating safety issues appears to have increased</td>
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<tr>
<td></td>
<td>Producing outdoor, radio, television, and print advertising</td>
<td></td>
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<tr>
<td>State/Territory</td>
<td>Outreach Programs</td>
<td>Results or Improvements</td>
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<tr>
<td>----------------</td>
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</tr>
<tr>
<td>Georgia</td>
<td>Producing PSAs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Partnering with sportsman organizations, such as Bass Fishing Club</td>
<td></td>
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<tr>
<td></td>
<td>Participating in courtesy vessel checks</td>
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<tr>
<td></td>
<td>Participating in the “I Got Caught Wearing My Life Jacket” program</td>
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<tr>
<td>Guam</td>
<td>Participation in National Safe Boating Week</td>
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<td></td>
<td>Partnerships with the Coast Guard Auxiliary, local fishermen, active duty Coast Guard, and the Navy</td>
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</tr>
<tr>
<td></td>
<td>Produced and distributed a video on safety tips</td>
<td></td>
</tr>
<tr>
<td>Idaho</td>
<td>Producing press releases</td>
<td>Participation in education classes has increased 25% to 30%</td>
</tr>
<tr>
<td></td>
<td>Producing website items</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Maintaining appearances at boat shows, county fairs, and sportsman’s shows</td>
<td></td>
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<tr>
<td></td>
<td>Maintaining ties with white water programs</td>
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<tr>
<td></td>
<td>Paying special attention to non-motorized boating sports and paddlesports</td>
<td></td>
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<tr>
<td></td>
<td>Participating in free boat safety inspection days</td>
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<tr>
<td>Indiana</td>
<td>Station public information officers at busy lakes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Partnering with the local media</td>
<td></td>
</tr>
<tr>
<td>Iowa</td>
<td>Maintaining booths at boat shows</td>
<td>The number of certified boaters is rising, as is the number of certified instructors</td>
</tr>
<tr>
<td></td>
<td>Working with various media to publicize boating safety</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Producing school programs and giveaway/“freebie” programs</td>
<td>Accident rate appears to be remaining low</td>
</tr>
<tr>
<td></td>
<td>Participating in the Seasonal Water Patrol Program</td>
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<tr>
<td>State/Territory</td>
<td>Outreach Programs</td>
<td>Results or Improvements</td>
</tr>
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</tr>
<tr>
<td>Kansas</td>
<td>Producing hands-on safety fairs</td>
<td>Home study packets are distributed at boat shows and are marked to monitor the number of test papers returned; the number of tests returned from home study packets increased after appearances at boat shows</td>
</tr>
<tr>
<td></td>
<td>Providing hands-on activities at boat shows</td>
<td></td>
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<tr>
<td></td>
<td>Providing school programs on boating safety for children</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Providing Boy and Girl Scouts programs on boating safety</td>
<td></td>
</tr>
<tr>
<td>Kentucky</td>
<td>Producing PSAs focusing largely on the effects of boating while intoxicated</td>
<td>Increased awareness</td>
</tr>
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</tr>
<tr>
<td>Maine</td>
<td>Partnering with water sport organizations, such as Maine’s Sea Kayaking Guides Association</td>
<td>Patrol officers wear inflatable PFDs, which demonstrates to the public that they are comfortable and easy to wear</td>
</tr>
<tr>
<td></td>
<td>Maintaining personal interaction between patrol officers and boaters</td>
<td></td>
</tr>
<tr>
<td>Maryland</td>
<td>Maintaining a presence at boat shows</td>
<td>Accidents and fatalities are decreasing</td>
</tr>
<tr>
<td></td>
<td>Sponsoring Safe Boating Week</td>
<td></td>
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<tr>
<td></td>
<td>Partnering with Coast Guard Auxiliary</td>
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<tr>
<td></td>
<td>Producing the “Water Wise” Program</td>
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<td></td>
<td>Promoting PFD wear during Parade of Lights</td>
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<td></td>
<td>Exhibiting crashed boat around the state</td>
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<tr>
<td></td>
<td>Producing K-8 coloring book</td>
<td>Teachers appear to be getting involved to a greater extent, such as by having children make safety posters in class</td>
</tr>
<tr>
<td>State/Territory</td>
<td>Outreach Programs</td>
<td>Results or Improvements</td>
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</tr>
<tr>
<td>Massachusetts</td>
<td>Training of other law enforcement agency personnel</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Maintaining appearances at boat shows and other public events</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Maintaining safety displays</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Offering in-school programs with younger children and giveaways for children</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Maintaining proactive patrols</td>
<td></td>
</tr>
<tr>
<td>Minnesota</td>
<td>Producing television and radio advertisements</td>
<td>Accidents and fatalities have decreased sharply</td>
</tr>
<tr>
<td></td>
<td>Working with local boating manufacturers to include PFDs on model boats</td>
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<tr>
<td></td>
<td>Produce podcasts with professional fishermen</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Produce brochures, PSAs, media interviews, boating guides, and courses</td>
<td></td>
</tr>
<tr>
<td>Missouri</td>
<td>Maintaining appearances at boat shows</td>
<td></td>
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<tr>
<td></td>
<td>Producing PSAs</td>
<td></td>
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<tr>
<td></td>
<td>Participating in Water Safety Coalition on Lake of the Ozarks</td>
<td>Significantly reduced fatalities following year of program’s inception</td>
</tr>
<tr>
<td>Montana</td>
<td>Producing programs through local television stations regarding life jacket wear</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Advertising boating safety on registration receipts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Offering life jacket giveaways at baseball games</td>
<td></td>
</tr>
<tr>
<td>Nebraska</td>
<td>Producing billboard advertisements, YouTube videos on boating safety, and various other PSAs</td>
<td>General downward trend in accident and fatality statistics</td>
</tr>
<tr>
<td>Nevada</td>
<td>Participating in hands-on events with boating public</td>
<td>Boating fatalities and accidents in state have remained static despite a dramatic increase in registered boats</td>
</tr>
<tr>
<td></td>
<td>Partnering with schools to reach younger audiences</td>
<td>The number of educated boaters in the state is steadily increasing</td>
</tr>
<tr>
<td></td>
<td>Producing various advertising efforts to raise awareness of boating issues</td>
<td></td>
</tr>
<tr>
<td>State/Territory</td>
<td>Outreach Programs</td>
<td>Results or Improvements</td>
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</tr>
<tr>
<td>New Hampshire</td>
<td>Exhibiting the Zippy mascot (borrowed from South Carolina)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Producing school programs</td>
<td>The state has not had any child fatalities in 9 or 10 years</td>
</tr>
<tr>
<td></td>
<td>Requiring mandatory education</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Producing billboards, PSAs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Partnering with the New Mexico Game and Fish Department</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Working with the Coast Guard Auxiliary</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Maintaining appearances at trade shows</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Updating the website with information on boating safety</td>
<td></td>
</tr>
<tr>
<td>New Mexico</td>
<td>Maintaining website and educational classroom courses</td>
<td>General downward trend in accidents and fatalities</td>
</tr>
<tr>
<td></td>
<td>Producing boater’s guide, billboards, and PSAs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Participating in PFD loaner programs and giveaway promotions</td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>Producing radio advertisements</td>
<td>Accidents and fatalities are decreasing</td>
</tr>
<tr>
<td></td>
<td>Participating in “Safety Day”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Partnering with Parks and Recreation and boat dealers</td>
<td></td>
</tr>
<tr>
<td>North Dakota</td>
<td>Participating in life jacket giveaways and prize drawings</td>
<td></td>
</tr>
<tr>
<td>State/Territory</td>
<td>Outreach Programs</td>
<td>Results or Improvements</td>
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<tr>
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</tr>
<tr>
<td>Ohio</td>
<td>Maintaining appearances at boat shows, local festivals, and marine events</td>
<td>Boater knowledge of boating laws is increasing, as is general boater satisfaction (measurable positive results over time through surveys)</td>
</tr>
<tr>
<td></td>
<td>Participating in capital improvements and projects</td>
<td>More people appear to be seeing and remembering various signs</td>
</tr>
<tr>
<td></td>
<td>Participating in boating education grant programs to support local education</td>
<td>Decrease in boating accidents and drowning incidents involving youths</td>
</tr>
<tr>
<td></td>
<td>Participating in National Safe Boating Week</td>
<td>Increase in youth attendance in boating safety classes</td>
</tr>
<tr>
<td></td>
<td>Maintaining media presence</td>
<td>Increase in awareness of boating dangers and safety precautions</td>
</tr>
<tr>
<td></td>
<td>Producing PSAs, billboards, and websites; working with marketing groups to publicize boating safety</td>
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<td></td>
<td>Participating in the “Wear It” campaign</td>
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<td></td>
<td>Producing skills development programs</td>
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<td></td>
<td>Partnering with the Power Squadron and Coast Guard Auxiliary</td>
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<td></td>
<td>Maintaining signage at ramp sites</td>
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<tr>
<td>Oklahoma</td>
<td>Partnering with other groups (Corps of Engineers, State Parks, Safe Kids, Boy Scouts, technical schools, etc.) to produce outreach regarding water safety</td>
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<tr>
<td></td>
<td>Producing PSAs</td>
<td></td>
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<td></td>
<td>Participating in media fairs, boat show appearances</td>
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<tr>
<td></td>
<td>Partnering with sporting franchises, pro shops, and gear shops</td>
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<tr>
<td>State/Territory</td>
<td>Outreach Programs</td>
<td>Results or Improvements</td>
</tr>
<tr>
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<tr>
<td>Oregon</td>
<td>Enacting mandatory education law</td>
<td>Reducing conflicts and on-the-water problems</td>
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<td></td>
<td>Producing signage at access points</td>
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<tr>
<td></td>
<td>Participating in the Boating Under the Influence campaign; life jacket campaign; row boating campaign; clean boating campaign, as well as various other education initiatives</td>
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<tr>
<td></td>
<td>Working with the Coast Guard and providing law enforcement interaction with the boating public</td>
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<tr>
<td></td>
<td>Maintaining booths at boat shows</td>
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<tr>
<td></td>
<td>Participating in a life jacket giveaway</td>
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<td></td>
<td>Producing billboards, posters, and PSAs</td>
<td></td>
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<tr>
<td></td>
<td>Distributing direct mailings to boat owners and PWC operators</td>
<td>Accidents involving personal watercraft have decreased</td>
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<tr>
<td></td>
<td>Participating in Columbia River project</td>
<td>Accidents and fatalities on the Columbia River have decreased</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>Enacting mandatory education law</td>
<td>Increase in visitors to the state’s boating safety website</td>
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<tr>
<td></td>
<td>Producing radio advertisements on boating safety</td>
<td>Decrease in overall boating accidents in the state</td>
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<td></td>
<td>Marketing positive aspects of boating safety education participation</td>
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<tr>
<td>Puerto Rico</td>
<td>Maintaining appearances at boat shows</td>
<td></td>
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<tr>
<td>Rhode Island</td>
<td>Offering programs in schools</td>
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<td></td>
<td>Offered presentations at the Anglers Association and the Highland Masters Association</td>
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<td></td>
<td>Offering programs in schools and Cub Scout programs</td>
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<tr>
<td>State/Territory</td>
<td>Outreach Programs</td>
<td>Results or Improvements</td>
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<tr>
<td>South Dakota</td>
<td>Appearing at fairs and boat shows</td>
<td></td>
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<td></td>
<td>Offering various programs in schools</td>
<td></td>
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<tr>
<td></td>
<td>Conducting boating safety checks on the water</td>
<td></td>
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<tr>
<td></td>
<td>Participating in the “I Got Caught Wearing My Life Jacket” program</td>
<td>Program has received a very positive response from participants</td>
</tr>
<tr>
<td>Tennessee</td>
<td>Partnered with Bell South for an on-the-water kids awareness program</td>
<td>Bell South won a national award for their efforts to help children</td>
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<tr>
<td></td>
<td>Inviting the media on the water for publicity purposes</td>
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<td></td>
<td>Participating in classroom</td>
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<tr>
<td></td>
<td>Producing an education course through a partnership with the YMCA</td>
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<tr>
<td></td>
<td>Participating in the “Wear It” campaign</td>
<td>Received a call from a man whose life had been saved by a life jacket he got through the “Wear It” campaign</td>
</tr>
<tr>
<td>Texas</td>
<td>Producing radio, television, and Internet PSAs</td>
<td>“Nobody’s Waterproof” campaign successfully reaches youth through a hands-on approach to boating safety</td>
</tr>
<tr>
<td></td>
<td>Participating in the “Nobody’s Waterproof” campaign</td>
<td></td>
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<tr>
<td>Utah</td>
<td>Participating in PFD loaner program</td>
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<td></td>
<td>Producing PSAs and television ads</td>
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<td></td>
<td>Participating in the “I Got Caught Wearing a Life Jacket” program</td>
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<tr>
<td>Vermont</td>
<td>Offering presentations in schools</td>
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<td></td>
<td>Enacting mandatory education law</td>
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<td></td>
<td>Offering instruction online</td>
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<td></td>
<td>Exhibiting displays at boat shows/fairs</td>
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<tr>
<td>Virgin Islands</td>
<td>Producing PSAs</td>
<td></td>
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<tr>
<td></td>
<td>Maintaining appearances at fairs, boat shows, and events</td>
<td>Appears to be greater awareness of boating safety issues among the younger generation</td>
</tr>
<tr>
<td>Virginia</td>
<td>Producing PSAs, billboards, brochures, pamphlets</td>
<td></td>
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<tr>
<td></td>
<td>Producing guide for watercraft owners</td>
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<tr>
<td>State/Territory</td>
<td>Outreach Programs</td>
<td>Results or Improvements</td>
</tr>
<tr>
<td>------------------</td>
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</tr>
<tr>
<td>Washington, D.C.</td>
<td>Producing PSAs</td>
<td>General downward trend in accidents and fatalities</td>
</tr>
<tr>
<td></td>
<td>Producing programs in schools</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Partnering with Boys and Girls Club to produce summer camp programs; participating in T-shirt giveaways</td>
<td></td>
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<tr>
<td>West Virginia</td>
<td>Producing PSAs</td>
<td>DUI arrests are increasing, as are other citations</td>
</tr>
<tr>
<td></td>
<td>Maintaining a visual presence of officers on the water</td>
<td></td>
</tr>
</tbody>
</table>
NEEDS OF BOATING SAFETY PROGRAMS

- Boating Law Administrators are split on whether the boating safety education needs of all boaters are being adequately addressed: 51% say the boating safety education needs of all boaters in the state are not being met, but 44% say the boating safety needs are being met.
  - Among Boating Law Administrators who say the boating safety education needs of all boaters in the state are not being adequately addressed, nearly a quarter (24%) say the needs are not being met because there are no mandatory education requirements. Other common responses given are a lack of public demand (19%), a lack of public awareness of the importance of boating safety education (19%), a lack of outreach to adults (14%), and a lack of outreach and education efforts in general (14%).

- Nearly two-thirds of Education Coordinators (64%) indicate that they think the boating safety education needs of all boaters in the state are being adequately addressed.
  - Among Education Coordinators who say the boating safety education needs of all boaters in the state are not being adequately addressed, about a third (35%) say the needs are not being met because there are no mandatory education requirements. Other common responses given are a lack of participation in boating safety education courses, a lack of quality instruction, and a lack of availability of courses (each response had 18%).
In your opinion, are the boating safety education needs of all boaters in your state being adequately addressed?

(Boating Law Administrators)

Yes: 44%

No: 51%

Don't know: 5%
What boating safety education needs are not being adequately addressed?
(Asked of Boating Law Administrators who said the boating safety education needs of all boaters in their state are not being adequately addressed.)

- No mandatory boating safety education requirements: 24%
- Lack of public demand: 19%
- Lack of public awareness of importance of boating safety education: 19%
- Lack of outreach to adults: 14%
- Lack of outreach and education efforts: 14%
- Lack of quality instruction: 10%
- Lack of availability of courses: 10%
- Lack of life jacket use: 10%
- Lack of outreach to youth: 5%
- Lack of dedicated funding: 5%

Percent (n=21)
In your opinion, are the boating safety education needs of boaters in your state being adequately addressed?

(Education Coordinators)
What boating safety education needs are not being adequately addressed?
(Asked of Education Coordinators who said the boating safety education needs of all boaters in the state are not being adequately addressed.)

- No mandatory boating safety education requirements: 35%
- Lack of participation in boating safety education courses: 18%
- Lack of quality instruction: 18%
- Lack of availability of courses: 18%
- Lack of public demand: 6%
- Lack of outreach to adults: 6%
- Lack of law enforcement: 6%

Multiple Responses Allowed

Percent (n=17)
STRENGTHS OF BOATING SAFETY PROGRAMS

Four strengths of boating safety programs as perceived by Boating Law Administrators stand out among other responses (in an open-ended question): outreach and education (32%), programs are comprehensive and stable (27%), law enforcement (27%), and having dedicated, well-trained, and/or full-time staff (24%).

In general, what are the major strengths of the boating safety programs in the state? (Boating Law Administrators)
WEAKNESSES OF BOATING SAFETY PROGRAMS

Four weaknesses of boating safety programs as perceived by Boating Law Administrators stand out among other responses (in an open-ended question): lack of staff available (37% gave an answer relating to this), lack of dedicated funding (34%), lack of program coordination among agencies or divisions within agency (34%), and not enough outreach and education efforts (27%).

In general, what are the major weaknesses of the boating safety programs in your state?
(Boating Law Administrators)

- Lack of dedicated staff / training / availability of staff: 37%
- Lack of dedicated funding: 34%
- Lack of program coordination / administrative support: 34%
- Lack of outreach and education efforts: 27%
- No mandatory boating safety education requirements: 7%
- Lack of enforcement: 5%
- Lack of legislation: 2%
- Lack of life jacket use: 2%
- Programs are not research-based / updated: 2%
TARGET AUDIENCES FOR BOATING SAFETY PROGRAMS

The survey asked an open-ended question about the groups within the boating population that should have the highest priority for boating safety programs.

- Of the twelve groups named by Boating Law Administrators, five pertain strictly to age (from children through senior citizens). The highest priority by age, according to Boating Law Administrators, should be younger adults (34% named this group as needed to be a high priority), teenagers (24%), older adults (20%), and children (15%). At the bottom of this ranking is senior citizens (2%).
- Of groups not identified solely by age, males are particularly seen as being a high priority, with three answers pertaining to males: young males (34%), older males (17%), and male teenagers (7%).
- Other groups that were named include personal watercraft operators, new boaters, hunters and anglers, and canoeists and kayakers (all at 7%).

The Education Coordinators were also asked in an open-ended question which groups should be the highest priority (but specifically for boating safety education programs) for programs.

- Of the twelve groups named by Education Coordinators, four pertain strictly to age (from children through older adults; note that senior citizens were not on this list). The highest priority by age, according to Education Coordinators, should be younger adults (40% named this group as needed to be a high priority), teenagers (36%), children (17%), and older adults (17%).
- As they were in the Boating Law Administrator survey, males are prominently named as being a high priority for boating safety education programs: young adult males (23%), older adult males (23%), and male teenagers (6%) were all on the list.
- Other groups that were named include hunters and anglers (9%), all boaters (9%), new boaters (6%), personal watercraft operators (4%), and canoeists and kayakers (4%).

The survey asked Education Coordinators about how much their state targets ten different audience types (e.g., teenagers, personal watercraft operators) for boating safety education.

- Seven of the audience types are based on age (from children through senior citizens). Of those audiences, teenagers (58% of Education Coordinators say their state targets this
group a great deal), young adults (42%), and “boaters born on or after a certain date” (33%) stand out as being targeted a great deal. At the bottom of the ranking is senior citizens (15%).

- Three of the audience types pertain to something other than age: personal watercraft operators, boaters convicted of boating drug/alcohol offences, and boaters who had been in an accident. Of those, only the personal watercraft operators are targeted a great deal by a majority of states surveyed (52%), with much lower percentages targeting the “drug/alcohol offenders” audience (19%) and the “accident” audience (12%) a great deal.

- Also shown is a graph indicating the percentages of Education Coordinators who say their state targets the various groups only a little or not at all, as well as a graph showing the percentages who do not target the audience types at all.

- The survey also allowed respondents to indicate any other types of audiences that are targeted (and to indicate how much they are targeted). Eight Education Coordinators indicated that their state targets canoeists and kayakers (four target them a great deal; four target them a moderate amount). Three Education Coordinators indicated that their state targets hunters and anglers (one targets them a great deal; two target them a moderate amount). Three Education Coordinators indicated that their state targets Hispanics (one a great deal; two a little). Finally, one Education Coordinator indicated that his/her state targets those who boat in certain high-risk areas (a great deal).

In a question related to those discussed above, Education Coordinators most commonly estimate the percent of registered boaters in their state who have completed a boating safety education course to be between 1 percent and 24 percent: 45% provided an estimated percentage of registered boaters who have completed a boating safety education course that fell within this range.

- Nearly a third of Education Coordinators (32%) did not know or could not estimate the percentage of owners of registered boats in the state who have completed a boating safety education course.

- Boating safety education courses are predominantly completed in the classroom or online. (This graph is shown in the section titled, “Education Program Formats and Topics.”)
In your opinion, who do you think the highest priority target audience should be for boating safety programs in your state? (Boating Law Administrators)

- Younger adults (approximately 18-39): 34%
- Younger males (approximately 18-39): 34%
- Teenagers (ages 13-18): 24%
- Older adults (approximately 40-64): 20%
- Older males (approximately 40-64): 17%
- Children (ages 12 or younger): 15%
- Personal watercraft operators: 7%
- New boaters: 7%
- Teenage males (ages 13-18): 7%
- Hunters and anglers: 7%
- Canoeists and kayakers: 7%
- Senior citizens (ages 65 and older): 2%
In your opinion, who do you think the highest priority target audience should be for boating safety education programs in your state? (Education Coordinators)

- Younger adults (approximately 18-39): 40%
- Teenagers (ages 13-18): 36%
- Younger males (approximately 18-39): 23%
- Older males (approximately 40-64): 23%
- Children (ages 12 or younger): 17%
- Older adults (approximately 40-64): 17%
- Hunters and anglers: 9%
- All boaters: 9%
- New boaters: 6%
- Teenage males (ages 13-18): 6%
- Personal watercraft operators: 4%
- Canoeists and kayakers: 4%
Percent who indicated the following audiences or markets are currently targeted a great deal for boating safety education programs in their state. (Education Coordinators)

- Teenagers: 58%
- Personal watercraft (PWC) operators: 52%
- Younger adults: 42%
- Boaters born on or after a certain date: 33%
- All boaters: 31%
- Older adults: 25%
- Children: 21%
- Boaters previously convicted of boating drug / alcohol abuse: 19%
- Senior citizens: 15%
- Boaters previously involved in an accident: 12%
Percent who indicated the following audiences or markets are currently targeted a little or not at all for boating safety education programs in their state.

(Education Coordinators)

- Senior citizens: 67%
- Boaters previously involved in an accident: 60%
- Boaters previously convicted of boating drug / alcohol abuse: 54%
- Boaters born on or after a certain date: 48%
- Children: 38%
- Older adults: 29%
- Younger adults: 23%
- Personal watercraft (PWC) operators: 19%
- All boaters: 8%
- Teenagers: 6%
Percent who indicated the following audiences or markets are currently not targeted at all for boating safety education programs in their state.
(Education Coordinators)

- Boaters born on or after a certain date: 33%
- Boaters previously involved in an accident: 31%
- Boaters previously convicted of boating drug/alcohol abuse: 27%
- Senior citizens: 12%
- Children: 8%
- Older adults: 4%
- Personal watercraft (PWC) operators: 4%
- Younger adults: 2%
- Teenagers: 0%
- All boaters: 0%
Currently, what percentage of registered boaters in your state have completed a boating safety education course?

(Education Coordinators)

Percent (n=47)

- 100%: 2
- 76% - 99%: 4
- 75%: 2
- 51% - 74%: 4
- 50%: 2
- 26% - 49%: 6
- 25%: 2
- 1% - 24%: 45
- 0%: 0
- Don't know: 32
STAFFING AND FUNDING FOR BOATING SAFETY PROGRAMS

Staffing

- The majority of Boating Law Administrators (68%) indicated that the number of boating safety program staff in their state is too few; however, about a quarter (27%) indicated that the number of staff is about the right amount.

- The survey asked Boating Law Administrators to name, in an open-ended format, the most important issues relating to staffing needs for boating safety programs. The leading response, by far, is lack of staff/personnel (61% named this as an important staffing issue), followed by education staffing issues (44%), funding issues (37%), law enforcement staffing issues (27%), and heavy workloads (22%).
In your opinion, is the number of boating safety program staff in your state too many, about the right amount, or too few? (Boating Law Administrators)

- About the right amount: 27
- Too few: 68
- Don't know: 5

Note: None answered, "Too many."
What are the most important issues related to staffing needs for boating safety programs in your state?

(Boating Law Administrators)

- Lack of staff / personnel: 61%
- Education: 44%
- Funding: 37%
- Law enforcement: 27%
- Heavy workloads: 22%
- Employee recruitment and retention: 12%
- Volunteer recruitment and retention: 10%

Multiple Responses Allowed

Percent (n=41)
Volunteers

- A large majority of Boating Law Administrators (80%) say the boating education programs in their state use volunteers.
  - The Coast Guard Auxiliary is the top way that volunteers are recruited (34% of Boating Law Administrators said this is one way volunteers are recruited). However, the next most common response is word-of-mouth (28%). Other active ways to recruit volunteers include boater education classes (22%), U.S. Power Squadrons (19%), from within the agency or government (16%), and the Internet (13%).

- A large majority of Education Coordinators (89%) say the boating safety education programs in their state use volunteers.

- The overwhelmingly most common task for volunteers is as a course instructor: 91% of Boating Law Administrators and all of Education Coordinators gave this answer.
  - Substantial percentages of Boating Law Administrators also said volunteers are used for staffing events (21%), in public outreach (9%), and for boating safety inspections (9%).
  - Other common responses from Education Coordinators are public outreach (19%), staffing events (19%), office support (19%), and boat safety inspections (17%).

- When asked to name the most important issues relating to volunteers for boating safety programs, Boating Law Administrators most commonly say volunteer incentives/motivation (36%), recruitment and retention (24%), and training (18%). Other common answers include communication (12%) and reliability (9%).

- When asked to name the most important issues relating to volunteers for boating safety education programs, Education Coordinators most commonly say training (33%), volunteer incentives/motivation (26%), and recruitment and retention (21%). Other common answers include communication (10%) and need for education materials (10%). (Note that Boating Law Administrators were asked about “boating safety programs” while Education Coordinators were asked about “boating safety education programs.”)
Do the boating education programs in your state use volunteers? (Boating Law Administrators)
How are volunteers recruited?
(Asked of Boating Law Administrators who said the boating education programs in their state use volunteers.)

- Coast Guard Auxiliary: 34%
- Word-of-mouth: 28%
- Boating safety education courses: 22%
- Power Squadrons: 19%
- Within agency / government: 16%
- Internet: 13%
- School system: 9%
- Boat shows: 6%
- Newspaper: 3%

Multiple Responses Allowed

Percent (n=32)
Do the boating safety education programs in your state use volunteers?
(Education Coordinators)

<table>
<thead>
<tr>
<th>Yes</th>
<th>89</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>11</td>
</tr>
</tbody>
</table>

Percent (n=47)
What tasks do the volunteers assist with or complete?
(Asked of Boating Law Administrators who said the boating education programs in their state use volunteers.)

- Education: 91%
- Staff for events: 21%
- Boater recruitment / public outreach: 9%
- Boat safety inspections: 9%
- Office support: 6%
- Enforcement: 3%

(Multiple Responses Allowed)

Percent (n=33)
What tasks do the volunteers assist with or complete?
(Asked of Education Coordinators who said the boating safety education programs in their state use volunteers.)

- Education: 100%
- Boater recruitment / public outreach: 19%
- Staff for events: 19%
- Office support: 19%
- Boat safety inspections: 17%
- Enforcement: 7%

Multiple Responses Allowed
Percent (n=42)
What are the most important issues related to volunteers for boating safety programs in your state?

(Boating Law Administrators)

- Volunteer incentives / motivation: 36%
- Recruitment and retention: 24%
- Training: 18%
- Communication: 12%
- Reliability: 9%
- Background checks: 6%
- Finding qualified people: 6%

Percent (n=33)
What are the most important issues related to volunteers for boating safety education programs in your state? (Asked of Education Coordinators who said the boating safety education programs in their state use volunteers.)

- Training: 33%
- Volunteer incentives / motivation: 26%
- Recruitment and retention: 21%
- Communication: 10%
- Need for educational materials / teaching aids: 10%
- Finding qualified people: 5%
- Background checks: 2%

Multiple Responses Allowed

Percent (n=42)
Funding and Budgets

- The survey asked Boating Law Administrators for the current total budget for boating safety programs in their state. As might be expected because various states have such a wide range of boater populations, responses varied greatly and were fairly evenly distributed among different categories ranging from $200,000 to more than $6 million.
  - The median budget for boating safety programs is $1.6 million.
  - About a quarter of Boating Law Administrators (24%) indicated that the budget for boating safety programs in their state was $6 million or more.

- The survey asked Education Coordinators for the current total budget for boating safety education programs in their state. Responses varied greatly, but 40% of Education Coordinators did not know the budget amount for boating safety education programs in their state. (Note that Boating Law Administrators were asked about “boating safety programs” while Education Coordinators were asked about “boating safety education programs.”)
  - The median budget for boating safety education programs is $187,500.
  - About a third of Education Coordinators (35%) have a budget that is less than $300,000.

- An overwhelming majority of Boating Law Administrators (95%) think the budget for boating safety programs in their state is used effectively.
  - Those Boating Law Administrators who indicated that the budget for boating safety programs is used effectively were asked why they think it is used effectively. The most common responses are that the budget is used effectively in general, that the budget is used effectively within budget limitations, that the budget is used for paying law enforcement officers, that the budget is used for boating safety education, and that the budget is used for maintenance of law enforcement equipment.
  - No Boating Law Administrators indicated that the budget is not used effectively.

- A large majority of Education Coordinators (85%) think the budget for boating safety education programs in their state is used effectively.
  - Those who indicated that the budget for boating safety education programs is used effectively were asked why they think it is used effectively. The most common responses
are that it is spent on education materials, that it is spent on outreach materials, that it is spent on books, that it is used for advertising, that it helps provide boating safety education, that it is used in partnerships, and that it is used for safety equipment.

- Those who indicated that the budget for boating safety education programs is *not* used effectively (there were only 5 of them) were asked why they think it is *not* used effectively. The most common responses are that the education programs are not recognized as important/that education programs’ needs are not understood and that there is not enough money in the budget.
What is the current total budget for boating safety programs in your state?
(Boating Law Administrators)

- $6,000,000 or more: 24
- $4,000,000 - $4,999,999: 10
- $3,000,000 - $3,999,999: 10
- $2,000,000 - $2,999,999: 5
- $1,000,000 - $1,999,999: 15
- $500,000 - $999,999: 12
- $200,000 - $499,999: 10
- Don't know: 15

Mean = $2,423,929
Median = $1,600,000
What is the current total budget for boating safety education programs in your state?
(Education Coordinators)

- $600,000 or more: 15%
- $500,000 - $599,999: 4%
- $400,000 - $499,999: 2%
- $300,000 - $399,999: 2%
- $200,000 - $299,999: 6%
- $100,000 - $199,999: 6%
- $50,000 - $99,999: 15%
- $20,000 - $49,999: 6%
- Less than $20,000: 2%
- Don't know: 40%

Mean = $437,793
Median = $187,500
In your opinion, is the budget for boating safety programs in your state used effectively? (Boating Law Administrators)

- Yes: 95%
- No: 2%
- Don't know: 2%

(Percent n=41)
How is the budget for boating safety programs in your state used effectively? (Boating Law Administrators)

- Generally, budget is used effectively: 23%
- Is as effective as can be with limited budget: 21%
- Pay for law enforcement officers: 18%
- Provide boating safety education programs / classes / events: 18%
- Maintenance of equipment for law enforcement: 15%
- Competent person in charge: 10%

Multiple Responses Allowed

Percent (n=39)
In your opinion, is the budget for boating safety education programs in your state used effectively? (Education Coordinators)

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>85</td>
<td>100</td>
</tr>
<tr>
<td>No</td>
<td>11</td>
<td>23</td>
</tr>
<tr>
<td>Don't know</td>
<td>4</td>
<td>8</td>
</tr>
</tbody>
</table>

Percent (n=47)
How is the budget for boating safety education programs in your state used effectively? (Among those who said it was used effectively.)

(For Education Coordinators)

- Education materials: 35%
- Outreach materials: 25%
- Books: 18%
- Invested in advertising: 15%
- Provide boating safety education programs / classes / events: 15%
- Using partnerships to stretch the dollar: 10%
- Safety equipment: 10%
- Personnel: 5%
- Created education coordinator position: 3%
- Do not use outside provider courses: 3%
- Instructor incentives: 3%

Multiple Responses Allowed

Percent (n=40)
EDUCATION PROGRAM FORMATS AND TOPICS

- Boating safety education courses are predominantly completed in the classroom or online. A majority of Education Coordinators indicate that boating safety education courses in their state had been completed in the classroom (87% had boaters who completed a classroom course) and online (77% had boaters who completed an online course). Slightly more than a third of Education Coordinators (38%) indicate that boating safety education courses had been completed by home study or distance learning other than online.
  - A small percentage (11%) of Education Coordinators indicate that all of the boating safety education courses in their state were completed in the classroom, and 40% indicated that from 1 percent to 50 percent of boating safety education courses were completed in the classroom. Estimated percentages of courses completed in the classroom were distributed among all percentage ranges.
  - A majority (60%) of Education Coordinators indicate that from 1 percent to 50 percent of boating safety education courses had been completed online.
  - About a third of Education Coordinators (36%) indicate that from 1 percent to 50 percent of boating safety education courses were completed by home study or distance learning other than online.

- The classroom format is perceived as the most effective education format by the overwhelming majority of Boating Law Administrators (78%). Nonetheless, distance learning via online (22%) is also commonly named as being the most effective. (Respondents could choose more than one type as being the most effective, although very few did so.)
  - In a follow-up question, Boating Law Administrators were asked why they think the format they named is the most effective. Among those who say classroom instruction is the most effective, nearly half (44%) say they think it is the most effective because it is hands-on and more personal, while a quarter (25%) think boaters learn more in the classroom or that it is generally a more effective form of instruction.
  - The most popular reason for citing distance learning by web/online or home study as being the most effective is that more people utilize or prefer this method. Many who give
this reason indicate that accommodating this preference means more people will be likely to participate and have exposure to boating safety information.

- The classroom format is perceived as the most effective education format by the overwhelming majority of Education Coordinators (83%). Nonetheless, distance learning via online (9%) was also commonly named by this group as well.
  - In a follow-up question, Education Coordinators were asked why they think the format they named is the most effective. Among those who say classroom instruction is the most effective, the large majority (79%) say classrooms are more personal, stimulating, interactive, and/or in-depth.

- In an open-ended format, the survey asked Boating Law Administrators to name any other topics (other than those in standard NASBLA-approved courses) or additional information that they think should be covered in boating safety education courses. While the majority of respondents did not have an answer or indicated that they think the current course standards are fine, the most common additional topic named is state-specific information.

- In an open-ended format, the survey asked Education Coordinators to name any other topics (other than those in standard NASBLA-approved courses) or additional information that they think should be covered in boating safety education courses. The most common responses (among those who gave a response) are programs for non-motorized boaters, local-specific information, inner tubing/wake boarding, and programs regarding various weather conditions.
In 2007, what percentage of completed boating safety education courses in your state were completed in the classroom?

(Education Coordinators)
In 2007, what percentage of completed boating safety education courses in your state were completed online? (Education Coordinators)
In 2007, what percentage of completed boating safety education courses in your state were completed by home study or distance learning other than online?

(Education Coordinators)
Which type of course format do you think is the most effective for increasing safe boating in your state? (Boating Law Administrators)

- Classroom instruction: 78%
- Distance learning by web / online: 22%
- Home study: 7%
- Don’t know / format doesn’t matter: 7%

Multiple Responses Allowed
Why do you think this format is the most effective? (Boating Law Administrators)

Multiple Responses Allowed

- Hands-on / more personal: 44
- Learn more / most effective: 25
- Visually interactive: 22
- More people utilize / prefer this method: 44
- Only method available: 3
- Other: 16
- Don't know: 33

- Those who said classroom instruction is most effective (n=32)
- Those who said distance learning by web / online is most effective (n=9)
- Those who said home study is most effective (n=3)
Which type of course format do you think is the most effective for increasing safe boating in your state?

(Education Coordinators)

- Classroom instruction: 83%
- Distance learning by web / online: 9%
- Could not answer / "it depends": 6%
- No preference: 2%

Multiple responses allowed

Percent (n=47)
Why do you think this format is the most effective?  
(Education Coordinators)

Classrooms are more personal / more stimulating / interactive / more in-depth

Harder to cheat (e.g., "we know student took test")

Learn most effectively

Only method the state has

Convenient / fits people's schedule better / allows study when student wants to study

Most available / more readily available

Other

Those who said classroom instruction is most effective (n=39)

Those who said distance learning by web / online is most effective (n=4)
Thinking about the specific boating safety education course standard topics for NASBLA-approved courses, are there any other boating safety topics or is there additional information you think should be covered in boating safety education courses?

(Boating Law Administrators)

- Need more state-specific information: 10
- Maintain relevant standards: 10
- Already has too many topics trying to cover: 7
- Other: 7
- No, is fine how it is now: 71
- Did not give an answer: 2
Thinking about the specific boating safety education course standard topics for NASBLA-approved courses, what other boating safety topics or additional information do you think should be covered in boating safety education courses. (Asked of those who thought another topic needed to be covered.)

(Education Coordinators)

- Paddlesports and other non-motorized boating: 23%
- Need more specific local information: 15%
- Inner tubing / wake boarding: 15%
- Various weather conditions: 15%
- Hunting and fishing aspects: 8%
- Law origins: 8%
- Don't know: 15%
RECIPROCITY IN BOATING SAFETY CERTIFICATION

- A large majority of Boating Law Administrators (88%) indicate that their state currently accepts proof from visiting boaters of boating safety education certification from another state for a short period of time.

- All of the Education Coordinators in the survey indicate that their state currently accepts proof from visiting boaters of boating safety education certification from another state for a short period of time.
  - In follow-up, Education Coordinators were asked to indicate the timeframe in which the state will accept a boater’s proof of boating safety education from another state. The overwhelming majority indicate that their state has no time limit on accepting proof. Otherwise, 90 days or 60 days are common limits.

- An overwhelming majority of Boating Law Administrators (93%) support accepting proof from visiting boaters of boating safety education certification from another state for a short period of time, with most (83%) strongly supporting acceptance of certification from another state.
  - None oppose accepting proof of boating safety education certification from another state.
  - The two most common responses regarding why Boating Law Administrators support accepting proof of boating safety education certification from another state are because NASBLA-approved courses are standard in all states (47% of those who support accepting proof gave this answer) and because boaters who have completed a course in another state are assumed to be competent (39%).

- An overwhelming majority of Education Coordinators (96%) support accepting proof from visiting boaters of boating safety education certification from another state for a short period of time, with most (85%) strongly supporting acceptance of certification from another state.
  - Only 2% of Education Coordinators oppose accepting proof of boating safety education certification from another state.
  - The most common responses regarding why Education Coordinators support accepting proof from visiting boaters of boating safety education certification from another state are...
because NASBLA standards meet their own state’s standards (42% of those who support) and because other states’ standards meet their state’s standards (33%).

Similar questions to those discussed above were asked of Education Coordinators regarding new residents of the state (rather than visitors): a majority of Education Coordinators (81%) indicated that their state currently accepts proof from new residents in the state of boating safety education certification from another state.

- A majority of Education Coordinators (76%) support accepting proof from new residents in the state of boating safety education certification from another state, with most (70%) strongly supporting acceptance of certification from another state for new residents; only 18% oppose.
- Only 18% of Education Coordinators oppose accepting proof of boating safety education certification from another state for new residents in the state.
- Common reasons for supporting acceptance of proof from another state for a new resident are because other states’ standards meet their state’s standards (42%) and because NASBLA standards meet their own state’s standards (39%). Not wanting to create an undue burden on new residents (19%) is another reason given by some. The only reason given for opposing accepting certification from another state for new residents is to ensure that new boaters have all necessary state-specific information.
Does the state currently accept proof of boating safety education certification from another state for a short period of time for visiting boaters?
(Boating Law Administrators)
Does the state currently accept proof of boating safety education from another state for a short period of time for visiting boaters?
(Education Coordinators)
For what period of time does your state accept proof for visiting boaters? (Education Coordinators)

- No time limit / always (as long as it meets state standards): 72%
- 90 days: 9%
- 60 days: 9%
- 2 weeks: 2%
- Conditional depending on whether certification is for NASBLA-approved course or not: 4%
- Not applicable (e.g., state does not have mandatory education requirement): 4%

Percent (n=46)
Do you support or oppose accepting proof of boating safety education certification from another state for a short period of time from visiting boaters?

(Boating Law Administrators)

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent (n=41)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly support</td>
<td>83</td>
</tr>
<tr>
<td>Moderately support</td>
<td>10</td>
</tr>
<tr>
<td>Neither support nor oppose</td>
<td>5</td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
</tr>
</tbody>
</table>

Note: None opposed.
Why do you support accepting proof of boating safety education certification for another state for a short period of time from visiting boaters? (Among those who indicated support.)

(Boating Law Administrators)

- NASBLA-approved courses are standard in all states (47%)
- If completed an approved training course, they should be competent (39%)
- Simplicity (e.g., requiring new certification for crossing a state border, law enforcement) (13%)
- Do not want to discourage visitors (11%)

Multiple Responses Allowed

Percent (n=38)
Do you support or oppose accepting proof of boating safety education from another state for a short period of time for visiting boaters? (Education Coordinators)

- Strongly support: 85%
- Moderately support: 11%
- Neither support nor oppose: 2%
- Strongly oppose: 2%

(Percent n=47)
Why do you support accepting proof of boating safety education from another state for a short period of time from visiting boaters? (Among those who indicated support.)

(Education Coordinators)

- NASBLA standards meet own state’s standards: 42%
- Other state meets own state’s standards (excludes answers specific to NASBLA): 33%
- Don’t want to create unnecessary burden for boaters / don’t want to discourage visitors: 18%
- Certification is valid as long as it meets own state’s standards, regardless of where boater took it: 11%

Multiple Responses Allowed

Percent (n=45)
Does the state currently accept proof of boating safety education from another state for new residents who move to the state? (Education Coordinators)

Yes: 81%
No: 19%
Do you support or oppose accepting proof of boating safety education from another state for new residents who move to the state? (Education Coordinators)

- Strongly support: 70
- Moderately support: 6
- Neither support nor oppose: 6
- Moderately oppose: 9
- Strongly oppose: 9

Percent (n=47)
Why do you support accepting proof of boating safety education from another state from new residents who move to the state? (Among those who indicated support.)

(Education Coordinators)

Multiple Responses Allowed

- Other state meets own state's standards (excludes answers specific to NASBLA) - 42%
- NASBLA standards meet own state's standards - 39%
- Don't want to create unnecessary burden for boaters / don't want to discourage visitors - 19%
- Did not give an answer - 14%

Percent (n=36)
### ADDITIONAL COMMENTS

**Boating Law Administrators**

Courses are mandatory for those born after 1986.

I wish the coast guard would be more lenient about people using their all-around lights, which are on the back of the boat.

I would like to use billboards, but was told by legislature that agencies don’t advertise.

Mandatory education is a big issue.

One thing I would like to get a better handle on and maybe have it done on a national level—I think we’re crying out for needing to understand carrying capacities on water bodies and how much that feeds into the perception of being crowded and the impact on accidents.

Overall, I think the states are doing a good job. The NASBLA strategic plan where we focus on the education standards and we have kind have a goal and we know where we going as a group.

Reciprocity is big now and is going to get bigger. We do not use volunteers; we don’t have the resources to check backgrounds and don’t want to use people without checking.

The classes really need to have a hands-on component.

The national registry database couples with the education and enforcement. Mandatory education is the only way to understand the risks. Born after education is really the only mandatory education. Gas prices are starting to keep most people closer to home.

The “one size fits all” thing does not fit. Mandatory education is a states’ rights issue. The federal government can’t prove it will help. Because the is course is 12 hours, it is not taken by the people who do need it. We need a 4- or 8-hour course.

There is no written legislation about accepting boater education proof; officers have an understanding about checking them.

There is not a lot of unilateral coordination among all the boating organizations that NASBLA works with that correlates with my state on legislative issues. There is a big hindrance on boating programs being in natural resource agencies, most cost effective way to be.

We have a lot to do with homeland security expectations as part of the program. Water quality/clean water issues present safety concerns; people want clean water. Other issues include speed limits, speed zones, conflict of use issues, water trails, and public information and outreach.

We have very few accidents, so it is hard to get legislation.

We need legislation.
## Education Coordinators

<table>
<thead>
<tr>
<th>Again, the delivery of the online courses needs to be improved. A boater shouldn’t be able to take the test without going through the course material. There needs to be some delivery standards in place for online certification.</th>
</tr>
</thead>
<tbody>
<tr>
<td>All states should accept NASBLA-approved course certificates.</td>
</tr>
<tr>
<td>Boating education should be enforced, and there will be more certified boat operators.</td>
</tr>
<tr>
<td>Carbon monoxide poisoning is a huge problem for our boaters. Aquatic invasive species is also a huge problem, and we are trying to work effectively at not transporting those species.</td>
</tr>
<tr>
<td>I’d like to see NASBLA promote BLAs to get more staffing for boating education. There is only 1 to 2 people focused on education, and they are sometimes responsible for other areas, too. The states should be encouraged to implement more staff.</td>
</tr>
<tr>
<td>I think the boating education standards have gone way overboard. We are making it harder and adding too much information and making it too difficult, especially for the kids.</td>
</tr>
<tr>
<td>I would really like to see more hands-on instruction. If NASBLA could come up with some way to have more hands on instruction, I think more people would be interested in doing that.</td>
</tr>
<tr>
<td>NASBLA should look at an optional program for those who would like to have a hands-on program or a hands-on element to the education experience.</td>
</tr>
<tr>
<td>NASBLA standards are rock solid. I do believe the states have a responsibility and NASBLA to promote the states, depending on the state.</td>
</tr>
<tr>
<td>Our online course matches the classroom courses; our instructors had to have it this way before they would approve it. If the public is happy and the instructors are happy, we are doing something right.</td>
</tr>
<tr>
<td>The reasons for opposing accepting proof for new residents is because there is state specific stuff they should know, especially if they come from a different region. The reason to support is because they have had education.</td>
</tr>
<tr>
<td>The state needs to give us all our money for boating education.</td>
</tr>
<tr>
<td>We must stop passing laws and creating barriers to boating. We mandate equipment and behaviors, which makes boating more complicated and less enjoyable. We know where the problems are, but we continue to outlaw stuff that doesn’t matter.</td>
</tr>
</tbody>
</table>
ABOUT RESPONSIVE MANAGEMENT

Responsive Management is a nationally recognized public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues. Its mission is to help natural resource and outdoor recreation agencies and organizations better understand and work with their constituents, customers, and the public.

Utilizing its in-house, full-service, computer-assisted telephone and mail survey center with 45 professional interviewers, Responsive Management has conducted more than 1,000 telephone surveys, mail surveys, personal interviews, and focus groups, as well as numerous marketing and communications plans, need assessments, and program evaluations on natural resource and outdoor recreation issues.

Clients include most of the federal and state natural resource, outdoor recreation, and environmental agencies, and most of the top conservation organizations. Responsive Management also collects attitude and opinion data for many of the nation’s top universities, including the University of Southern California, Virginia Tech, Colorado State University, Auburn, Texas Tech, the University of California—Davis, Michigan State University, the University of Florida, North Carolina State University, Penn State, West Virginia University, and others.

Among the wide range of work Responsive Management has completed during the past 20 years are studies on how the general population values natural resources and outdoor recreation, and their opinions on and attitudes toward an array of natural resource-related issues. Responsive Management has conducted dozens of studies of selected groups of outdoor recreationists, including anglers, boaters, hunters, wildlife watchers, birdwatchers, park visitors, historic site visitors, hikers, and campers, as well as selected groups within the general population, such as landowners, farmers, urban and rural residents, women, senior citizens, children, Hispanics, Asians, and African-Americans. Responsive Management has conducted studies on environmental education, endangered species, waterfowl, wetlands, water quality, and the reintroduction of numerous species such as wolves, grizzly bears, the California condor, and the Florida panther.
Responsive Management has conducted research on numerous natural resource ballot initiatives and referenda and helped agencies and organizations find alternative funding and increase their memberships and donations. Responsive Management has conducted major agency and organizational program needs assessments and helped develop more effective programs based upon a solid foundation of fact. Responsive Management has developed websites for natural resource organizations, conducted training workshops on the human dimensions of natural resources, and presented numerous studies each year in presentations and as keynote speakers at major natural resource, outdoor recreation, conservation, and environmental conferences and meetings.

Responsive Management has conducted research on public attitudes toward natural resources and outdoor recreation in almost every state in the United States, as well as in Canada, Australia, the United Kingdom, France, Germany, and Japan. Responsive Management routinely conducts surveys in Spanish and has also conducted surveys and focus groups in Chinese, Korean, Japanese, and Vietnamese.


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