

IMPROVING RECREATIONAL BOATING EXPERIENCE THROUGH CROWDSOURCING

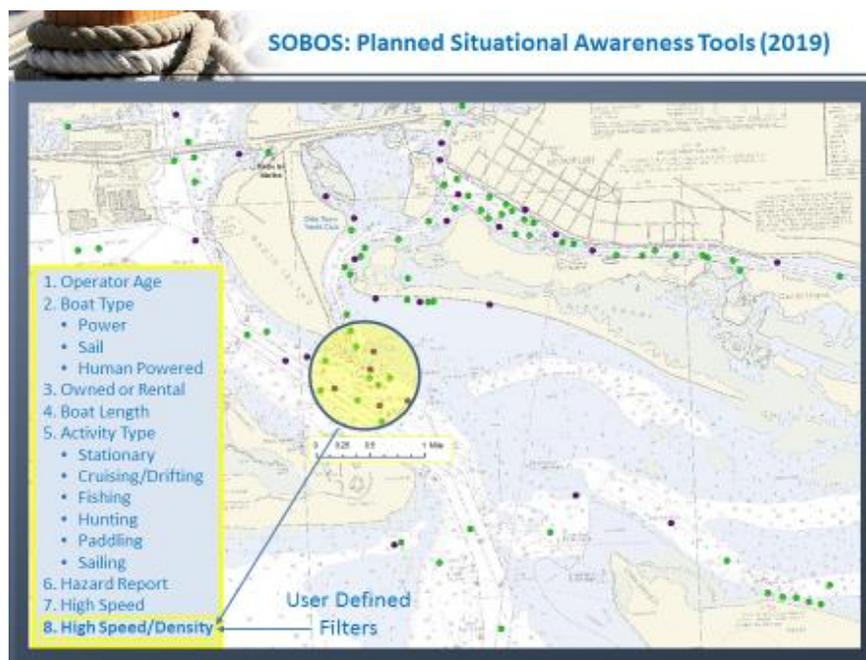
SOBOS (Self-Reported On-Water Boat Operator Survey)

The goal of this project is to test the efficacy of crowdsourcing this data as an evidence-based public health approach to reducing boating accidents.

SOBOS is an iOS and Android mobile app, providing information about normal, non-accident based recreational boaters designed to mitigate recreational boating accidents. SOBOS asks recreational boat operators to fill out a short survey that permits them to select a span of their next excursion to be tracked on the water. Both the anonymous survey and anonymous on-water data points are then linked to each on-water waypoint.

Participants will:

1. Support a public health and service project designed to reduce recreational boating accidents and fatalities.
2. Enhance their “situational awareness” of other recreational boaters in the area (future SOBOS update).
3. Track their boat rides and inform others people about such things as floating debris, congestion in the harbor, broken down boat, and more – all anonymously (similar to the Waze app).



An Evidence-Based Public Health Approach to Reduce Boating Accidents Permits:

1. Review of marine rules & regulations that focus on local rather than national needs.
2. Consideration of whether new boating technology (e.g., collision avoidance systems) could be used to reduce accident risk.
3. A focus on specific boat operator behaviors where modification could lower overall risk.
4. A better understanding about safe and non-safe boat operator habits and behaviors.
5. Testing of a crowdfsource-based alternative to traditional boater surveys through the SOBOS iOS and Android Mobile App.

To participate, scan the following QR code or use anonymous survey link below.



SOBOS.ORG

The difference between the SOBOS mobile tool and traditional chart plotters is that the data include more than simple waypoints. It is stacked with the day, time, latitude/longitude, and speed of the boat coupled with the anonymous on-water survey. In a future release of SOBOS, this anonymous information can be shared with other SOBOS participants permitting them to filter displayed waypoints.

Commercial, governmental, and university partners benefit by having access to

anonymous, non-accident-based on-water recreational boater data that can be used to study normal geospatial-temporal boating patterns, actuarial research, or boating accident research when compared to local recreational boating accidents. SOBOS, focused on recreational boating as an evidence-based public health approach, has the potential to make on-the-water recreational boating safer for both family and friends.

Current recreational boating network members included the U.S. Coast Guard, National Safe Boating Council, American Canoe Association, U.S. Army Corps of Engineers, National Marine Manufacturers Association, National Boating Federation, US Sailing, and National Association of State Boating Law Administrators, U.S. Power Squadrons, Boy Scouts of America, BoatUS/Geico, Brunswick Corporation, Grady White Boats, SeaTow Foundation, and others.

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Please support the SOBOS effort to better understand the recreational boating by taking a 5-minute survey.

SOBOS – How to Participate

During the short survey, boaters will be given an opportunity to participate in the SOBOS on-water data collection. All contributions will remain anonymous. Mobile data limited to: Date, Time, Latitude/ Longitude, Boat Speed, Altitude, and Bearing.

The final question in the SOBOS Survey will read as follows:

- Yes, I would consider participating in the On-Water data capture pilot test - Map My Boat Ride (additional information below)
 No, I would prefer not to participate in the On-Water part of this survey and skip to end of survey)

Special Note: You will receive several notifications, specify “Allow” on each to enable data collection, otherwise SOBOS will not operate properly.

During an on-water boating trip, permit SOBOS to capture the Date, Time, Latitude/Longitude, Boat Speed, Altitude, & Bearing during your trip. This capture is anonymous & de-identified. Altitude is included as a distinguishing characteristic pertaining to inland boating participants.

SOBOS On-Water Survey Participation Instructions (only displays if YES selected)

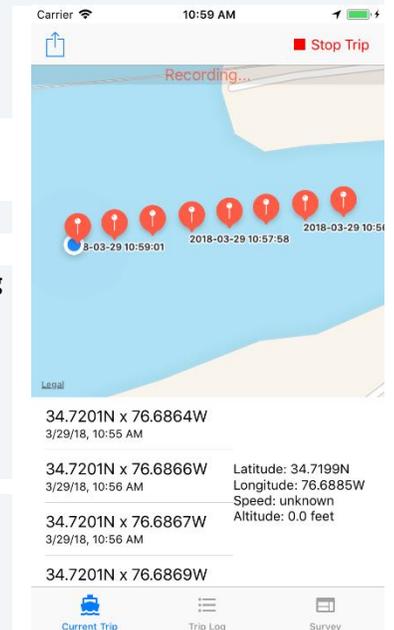
In the SOBOS App; (iOS or Android):

1: To start, go to the “Current Trip Screen”, press the **▶ Start Trip** button in SOBOS, during on-water boating trip.

- If there are no current trips (i.e., a trip not started), select “start a new trip”.
- **Recording ...** is displayed when data capture is active.
- The app will timeout in 5 hours unless the user selects a prompted question to extend tracking.

2: To stop trip, go to the “Current Trip Screen”, press the **■ Stop Trip** button and data will no longer be collected.

- SOBOS permits offline use of data (i.e., Map My Boat Ride) by survey participants to examine their own data.



Promotional Material to Advertise Project: SOBOS Business Card (available @ WWW.SOBOS.ORG)

Card Front



Card Back



SOBOS was launched in a best testing mode May 2018. Situational awareness tools are planned for 2019.