

CA STATE PARKS DIVISION OF BOATING & WATERWAYS

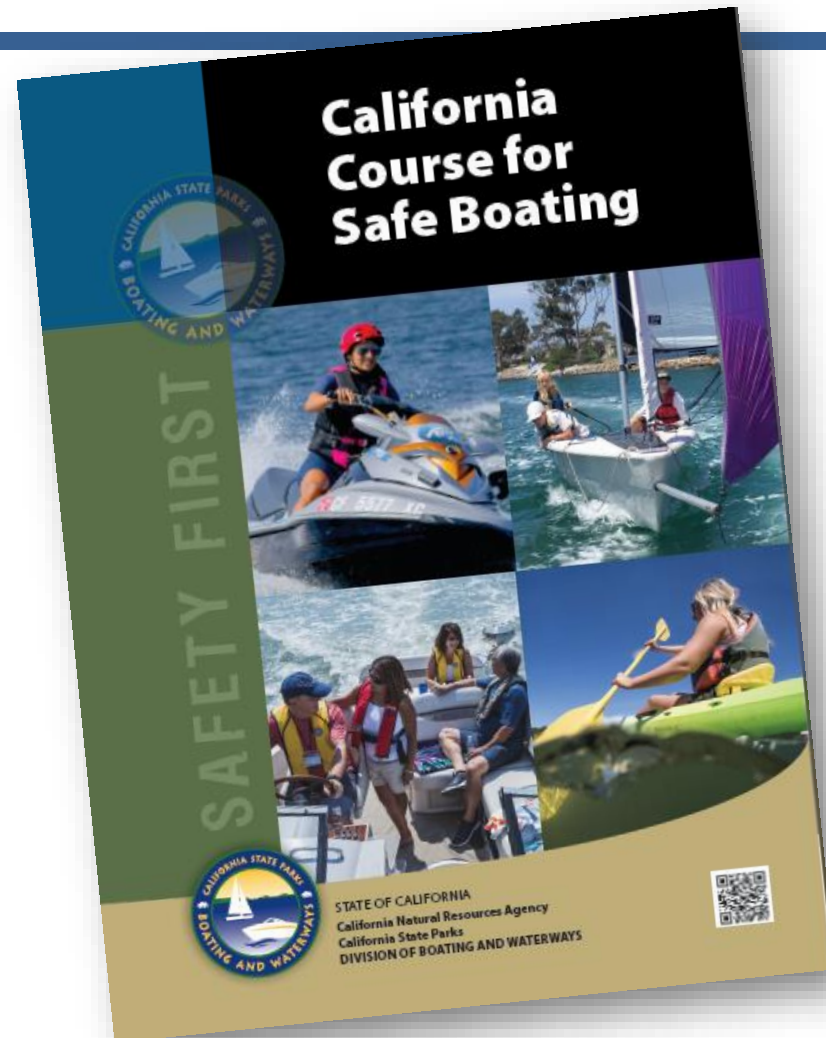
Education and Boating Safety

- Boating Accident Program
- Aquatic Center Grant Program
- Boating Safety Course
- Boating Safety and Environmental Awareness Multimedia Campaign
- Life Jacket Outreach and Loaner Programs
- K-12 AquaSmart Boating Safety Education



BOATING SAFETY COURSE

- ▶ UPDATED AND APPROVED
 - ▶ Three year NASBLA approval
 - ▶ Free publication
 - ▶ Approved for California Boater Card



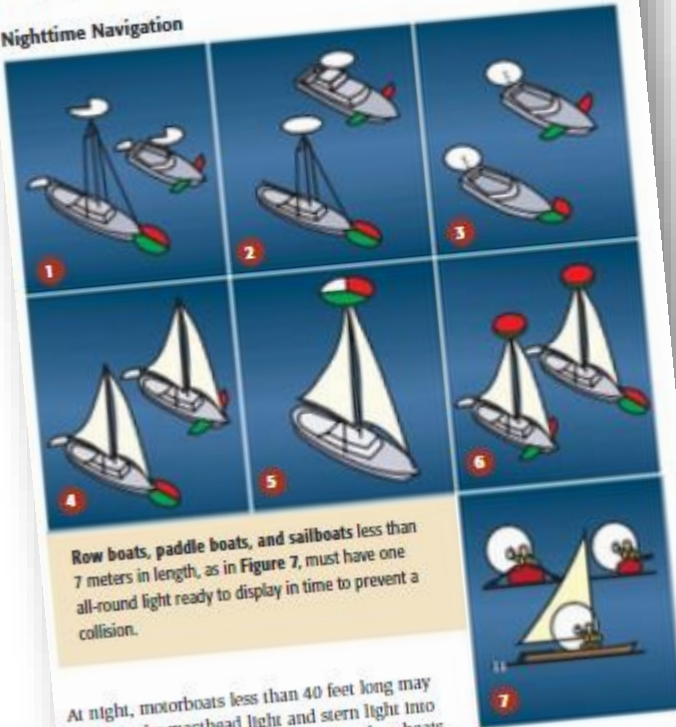
BOATING SAFETY COURSE

Lighting

All moving boats must show navigation lights between sunset and sunrise, and at times when it's hard to see very far. Personal watercraft are prohibited from operating between sunset and sunrise even with proper navigation lights.

Navigation light requirements vary by vessel length and power source. In general, requirements are the same for inland and International rules. The chart shows the color, location and direction of the lights for recreational boats (or pleasure craft).

Nighttime Navigation



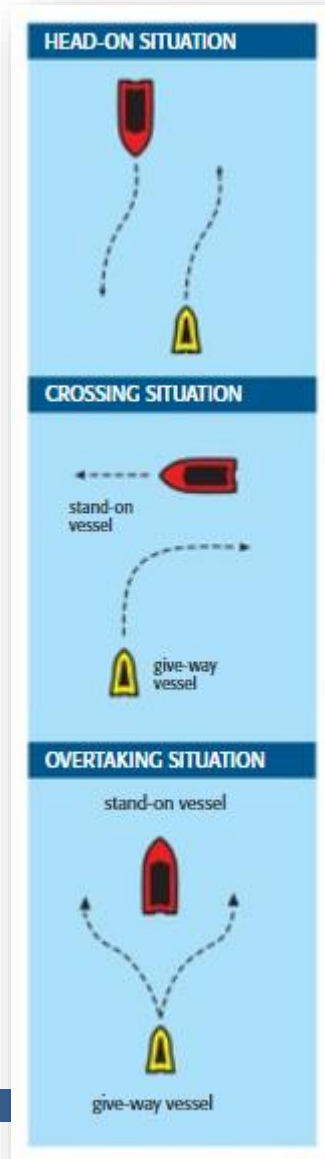
Row boats, paddle boats, and sailboats less than 7 meters in length, as in Figure 7, must have one all-round light ready to display in time to prevent a collision.

At night, motorboats less than 40 feet long may combine the masthead light and stern light into one all-round white light. When at anchor, boats must show one all-round white light at night. During the day, these boats must show day shapes. A day shape might be one black ball that is visible from the highest point of the vessel, which signals that the boat is at anchor.

- ▶ Home study course, chapter quizzes and mail-in exam
- ▶ Online eBook option
- ▶ Topics for all types of vessels
- ▶ Online exam coming



BOATING SAFETY COURSE



2017 Course Statistics

- ▶ 20,000 course books distributed throughout the state
- ▶ 4,200 exams scored in FY2017
- ▶ 97% of total students have passed
- ▶ Average score is 56/60



BOATING SAFETY AND ENVIRONMENTAL AWARENESS MULTIMEDIA CAMPAIGNS



BOATING SAFETY AND ENVIRONMENTAL AWARENESS MULTIMEDIA CAMPAIGNS



2017 MEDIA BUDGET

- ▶ Boating Safety - \$1,800,000
- ▶ Clean and Green Quiz - \$50,000
- ▶ Clean Vessel Pumpouts - \$115,000
- ▶ California Boater Card - \$240,000
- ▶ Life Jacket Outreach - \$300,000



BOATING SAFETY AND ENVIRONMENTAL AWARENESS MULTIMEDIA CAMPAIGNS

2017 BOATING ACCIDENT TARGET AREAS*

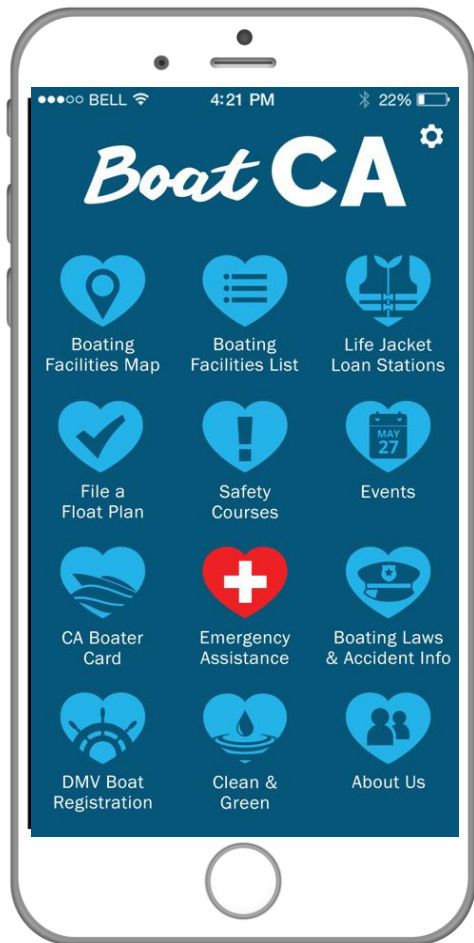
- ▶ Los Angeles - \$600,000
- ▶ Riverside/San Bernardino - \$120,000
- ▶ Sacramento - \$300,000
- ▶ San Diego - \$230,000
- ▶ San Francisco Bay - \$450,000
- ▶ San Joaquin Valley - \$100,000



* High Accident Areas Merged with Defined Media Markets



BOATING SAFETY AND ENVIRONMENTAL AWARENESS MULTIMEDIA CAMPAIGNS



MOBILE APP ADDITION

- ▶ Mapping for boating facilities
- ▶ Safety Features
- ▶ Float Plans
- ▶ Life Jacket Loan Stations
- ▶ Boat Registrations
- ▶ Emergency Button

4,000+ users first six months



BOATING SAFETY AND ENVIRONMENTAL AWARENESS MULTIMEDIA CAMPAIGNS

2017 IMPACT AND RESULTS

- ▶ Message recall **+70%**
- ▶ Social media growth

100,000+



BOATING SAFETY AND ENVIRONMENTAL AWARENESS MULTIMEDIA CAMPAIGNS

2017 INTERNATIONAL AWARDS

- ▶ Audio PSAs
- ▶ BoatCA Mobile App
- ▶ Stencil Kit

