



United States Power Squadrons Grant Report

United States Coast Guard
Non-Profit Boating Safety Program
Agreement No. 1202.16
12/23/2013

United States Power Squadrons Partnering for Safe Boating

Abstract

The United States Power Squadrons (USPS) set out to be a unifying organization, promoting boating safety through partnership with other boating organizations under the *United States Power Squadrons Partnering for Safe Boating* grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard. The organization's longstanding commitment to boating safety through education with approaching 100 years of collective experience proved invaluable in positioning USPS as a partner in on-going initiatives and expansion in advanced boater education and skills training such as on-the-water training and development of online boating courses.

USPS brought two key elements in forming partnerships: 1) a large membership base with presence on a local, regional, and national level consisting of more than 40,000 active members; 2) a comprehensive and wide reaching catalogue of boating interest topics and educational courses bringing value to boaters. On the other hand, other boating organizations brought different and equally strong capabilities. Together, USPS and partner organizations brought complimentary skills and expertise that were combined and leveraged to help improve recreational boating safety.

As a result of current and new partnerships, each partnering initiative brought USPS' particular expertise and market access to minimize duplication of efforts:

- New online courses were developed in partnership with BoatU.S. USPS provided content and curriculum, while BoatU.S. provided development for online course content. Both organizations worked together to promote and market the program.
- USPS is a partner organization in US Sailing's on-the-water standards initiative to define and develop on-the-water standards for recreational boating education.
- Partnerships with other boating organizations and boat manufacturers helped increase opportunities to expand boating safety through USPS-taught classes.

By partnering together in the boating safety community, USPS helped boost its goals of educating boaters in the effort to reduce accidents, injuries, and help save lives.