

January 17, 2014

Commandant (G-OPB-1)
U. S. Coast Guard
2100 2nd Street, SW, Room 3100
Washington DC 20593-0001
Attention: Wayne Stacey, Carlin Hertz
Re: *Recreational Boating Safety Partnering - Agreement No. 120218*

Dear Mr. Stacey and Mr. Hertz:

US SAILING is pleased to submit this final report describing activities and progress associated with the **2012-13 USCG/US SAILING Recreational Boating Safety Partnering Grant**. The period of performance for this grant is October 1, 2012 to October 15, 2013.

US SAILING greatly appreciates the assistance that the United States Coast Guard provides in the area of boating safety. We already do many activities that support the promotion of safe boating and life jacket wear. With your funding assistance we are able to significantly up the bar and collaborate with our marine education counterparts. We are proud of our contributions to promoting boating safety over the years and as facilitated by this grant.

Please do not hesitate to contact me should you have any questions or require clarification.

Sincerely,

Joy A. McGuirl-Hadley
Training Director

Attachments:
Narrative Report – October 1, 2012 to October 15, 2013
Financial Summary - October 1, 2012 to October 15, 2013
4th Quarter SF-425

**2012-13 Recreational Boating Safety Partnering Program
Narrative Report for Period October 1, 2012 – October 15, 2013**

As the premier, on-the-water, boating safety educator for both recreational sailors and power boaters, US SAILING takes boating safety knowledge and education to the water, which we believe results in safer boat operators. To broaden US SAILING's existing network of partnerships and proactively expand delivery of US SAILING's boating safety knowledge, with the support of the USCG 2012-13 Partnering Grant, over the last year we have pursued many avenues that will enhance distribution of and access to our educational, safety and training programs and materials. We have also uniquely represented our members and organizational partners in this process: Yacht Clubs, Community Sailing Centers, Race Management Teams, Commercial Sailing and Powerboat Schools, Maritime Colleges, as well as universities and colleges with competitive sailing and recreational waterfront programs.

US SAILING accomplished this by:

- Expanding and maintaining a national network of partners whose specific goal is to proactively develop successful strategies to promote boating safety, emphasize life jacket wear and deliver high quality, on-the-water training to recreational boaters;
- Creating new avenues and opportunities to provide US SAILING safe boating on-the-water training, courseware and educational materials as well as train-the-trainer training to boating safety partner organizations, retailers and community sailing organizations;
- Providing opportunities to work directly with national and international leaders in boating;
- Recognizing outstanding acts of superb seamanship;
- Attending conferences, workshops and meetings representing boating safety awareness;
- Developing additional boating safety programs; and
- Continuing with research initiatives that strengthen boating education and safety awareness.

The continuing goal of the US SAILING/USCG partnering grant is to expand and maintain a national network of partners through which to jointly identify and harness the maximum opportunities to provide effective boating safety training to recreational boaters and boating safety trainers; to broadcast the "wear life jackets" message; and to reach out as a responsible information highway for boating safety awareness and education. These partnerships have shared access to the repositories of boating safety educational initiatives and training materials, to heighten public awareness and provided access to safe boating training in the classroom, on-line and on-the-water.

These partnerships collaborated on how to increase the avenues for boating safety training delivery and broadcast the criticality of wearing a life jacket to the enormous population of recreational boaters who are operating at risk without this information. We strongly believe that the outcome of these efforts will result in increased compliance with boating safety rules and regulations with the ultimate outcome of decreased accidents and fatalities in support of the overall goal of the USCG Strategic Plan.

Objectives

The objectives of the partnership include:

1. Developing additional avenues through which to deliver boating safety classroom and/or on-the-water training to the maximum number of recreational boaters, trainers in partnering organization members, boat retailers, and/or community sailing programs.
2. Collaborating with boating safety partnering organizations to improve boating safety training performance evaluation and best practice standards.
3. Effectively broadcasting the necessity of wearing life jackets when on the water, no matter the age of the boater, the expertise of the boater, the size or type of the boat; to collaborate with PFDMA to gather information to develop life jackets that perform the job most effectively, advertise the benefits of life jacket wear most expansively and use existing partnership memberships to exponentially broadcast the critical requirement of life jacket wear;
4. Increased number of partnerships with boating safety organizations nationwide and internationally;
5. Broader network for dissemination of boating safety materials, information, media and access to on-line or on-the-water training;
6. Broader awareness of the existing on-the-water and on-line resources about boating safety available to all boaters;
7. Increased safety certification opportunities through public awareness of Safety-at-Sea programs;
8. Improved cooperation with and coordination of boating safety education nationwide; and
9. Increased public awareness of the need for and benefits of boating safety education.

Under new US Sailing leadership, the achievements during the year of this grant were focused and hand-picked to align with outreach strategies and the cultivation of key collaborations and are presented as follows:

Building of Alliances, Collaborations and Partnerships through attendance at and participation in over **12 industry meetings/conferences/workshops**. The attendance at these events by the Training Director, Training Staff, National Faculty and volunteers resulted in the following big picture achievements and direction: **(Objective 2, 4,5 8 & 9)**

- **USPS** – Attendance at 2 USPS conferences, bi-weekly conference calls and assignment of exploratory projects has resulted in a considerable level of trust being built between the organizations in 2013. The educational leadership from both organizations meeting bi-weekly to explore opportunities for collaboration and exchange has been extraordinary. As a result, US Sailing has made 3 presentations at USPS conferences to educate their membership of on-water training and STEM initiatives and we are exploring defining educational direction that will maximizing each organization’s contribution to boating safety without duplication. This is looked at by both organizations as a good business decision from the utilization of resources standpoint ,as well as impact on each organizations fiscal resources.

- **USCGA** - Relationships have been initiated and strengthened and US Sailing’s Education leadership is now on a first name basis with USCGA leaders. Collaboration has progressed to the point that there are discussions regarding development of a joint on-line navigation course.

- **NASBLA** – US Sailings Training Director has become an active participant in on-water training, reciprocity, and educational credentials committees.

- **ACA** – Discussions about collaborating in cross training our instructors so our level 1 Sail and Wind surfing instructors can get certified to teach canoe and visa versa. A MOU is in process.

- **America Cup** – US Sailing and US Powerboating collaborated with the America Cup leadership and were the official website resource for anyone either visiting the America Cup pavilions in San Francisco or their website. US Sailing’s Learn to Sail Data Base and broad online training resources were available to educate visitors. In addition the US Powerboating Training Safe Powerboat Handling and Safety Rescue Certification Courses were the required standard for anyone driving a support boat at the America Cup event and trials.

***Appendix A** – Provides a detailed accounting of new contacts, relationships, joint activities, etc. achieved at events.*

Communication and sharing of safety content and messaging to promote boating safety, education and life jacket wear. **(Objective 1, 2, 3, 4, 5, 6, 7, 9)**

- **NMMA:** (1). US Sailing shared educational content in introductory boating/sailing topics including basic sailing, docking, mooring, etc. for inclusion on the Discover Boating website designed for new boaters. (2). The organizations collaborated in promoting US Sailing and US Powerboating's extensive listing of courses throughout the United States so recreational boaters visiting the Discover Boating website (marketed and funded by marine industry funds) – could find sites offering US Sailing/Us Powerboating on-water training programs offered by our certified instructors, as well as non-affiliated training instructors who are listed in our data base. (3). Reached out to over 1,600 US Sailing's organizational members to introduce them to NMMA's introduction to the water - National Marina Day. (4). Actively participants in NMMA's youth council – monthly conference calls.

- **US Sailing Communication**

(1) The training area of the US SAILING website continues to grow and improve, and includes links to all helpful resources and partner organizations:

http://training.ussailing.org/ProgramMgmt/Other_resources.htm

- (2) US Sailing presented it's annual National Sailing Program Symposium in Clearwater in January of 2013. Pages with archived Symposium presentations, including topics such as quality curriculum development, safe towing practices and regatta safety are available to the public at:

http://training.ussailing.org/ProgramMgmt/NSPS/NSPS_Archived_Presentation_Handouts.htm This page will be fully updated in February 2014 with

presentations given at the 2014 San Diego Leadership Forum.

- (3) US Sailing conducted a major powerboat education campaign with paper (Proptalk & Boat Us) and online (Google & Facebook) resulting in a total of 89,631 visitors to the US powerboating website of which 79.8% were first time visitors
- (4) Dissemination of boating safety materials, information, media and access to on-line and on-the-water training through upgrade project to enhance the US SAILING online store offerings, marketable categorization of the offerings and related emails. Emails include product promotions highlighting boathandling books and DVDs, sent to a list of over 28,000 email addresses, and e-newsletter "e-ussailing", sent to a list of over 35,000 email addresses.
- (5) Increased public awareness of the need for and benefits of boating safety education thru our continued expansion of our library of print

publications with a more extensive collection of books, CDs and DVDs, including products on navigation, rules of the road, safety, first aid, weather and emergencies and the U.S. Power Squadron's Weekend Navigator and Quick Guide series. Specific new additions or restocking include: Heavy Weather Sailing, Navigation: A Newcomer's Guide, Emergency Navigation, Heavy Weather Avoidance, Fast Powerboat Seamanship, Top 60 Tips – Safety DVD, Fire Prevention on Your Boat DVD, Personal Flotation Devices DVD, Boat Handling Under Power, Visual Distress Signals DVD

Conducted Safety Education Programs developing recreational boaters, instructors, race management & Regatta participants, Off-shore racers and first responder's safety knowledge and skills. **(Objectives 1, 3, 7)**

- US Sailing as the NGB for sailing with its large membership base of Yacht Clubs, Community Centers, Commercial Sailing/Boating Centers and a variety of related Marine Organizations is in a unique position to keep its pulse on the industry and define emerging boating safety issues. In that vein, during the grant period US Sailing:
 - (1) Introduced a new Safety Rescue & Support Boat Handling Publication that strengthens its training in this area and serves as both the foundation for our Safety Rescue Boat Handling Course and a supplemental piece for Level II Small Boat Instructor Training.
 - (2) Pilot tested a Small Boat Safety Clinic at the Nyack Boating Center that is serving as the basis for a new program scheduled for 2014 roll out. The program is designed to build communication and safety protocols and procedures between small boat regattas and race committees.
 - (3) The US Sailing Safety at Sea team conducted 17 Coastal Safety at Sea Seminars that for over 1,500 participants teaching Emergency Communication, Personal safety Gear, Man Overboard, Search & Rescue procedures and other safety topics.
 - (4) Safety at Sea began work on a new publication that will serve as a companion piece for the Safety at Sea seminars or stand alone for those unable to attend. The vision for this publications is to introduce 14 chapters on safety topics presented at our safety seminars: from Man-Over-Board to Hypothermia.

Seventeen Boating Safety & Seamanship Awards were presented through various US Sailing constituents. See Appendix C. **(Objective 4)**

Establish 23 new safety oriented venues to Educate Recreational Boaters in Sailing and Powerboat operator skills. **(Objective 1, 3, 5, 9)**

- US Sailing currently has 23 Powerboat + 66 Keelboat + 24 Community Sailing Certified Training Center. There was an addition of 11, 3, and 9 new centers respectively added

in 2013.

- To teach in US Sailing/US Powerboating Certified Centers and various other boater education programs across the US and Caribbean, US Sailing certified over 2,000 small boat, keelboat and powerboat instructors in 2013. During courses at all US Sailing and US Powerboating Training Centers participants and instructors are required to wear life jackets and training in their importance is mandated.
- Quality visits at Certified Training Centers include a review of safety protocols and equipment inspections to insure the integrity of educational programming, venue and adherence to safety.

Development and upgrading of Safety Curriculum: (Objective 1, 2, 3, 6)

- The US Sailing Small Boat National Faculty (a cadre of volunteers across the marine industry) met in December 2013 to review and update curriculum. The result was the addition of a new Level 2 Small Boat Instructor Course that focuses on teaching level 1 certified sailing instructors (usually high school and college students – ages 16-25) Designed for instructors second year, the focus is on teaching advanced sailing skills and advanced safety skills: capsizing recovery, head injuries, man over board, etc.
- US Powerboating National Faculty (a cadre of volunteers across the marine industry) met in April 2013 and formalized curriculum for our Safety Rescue Boat Handling Course (powerboat)
- US Powerboating issue a new publication Safety, Rescue and Support Boat Handling in December 2012. At initial release copies were distributed to many colleagues in the industry.
- US Sailing REACH Program Educator Guide to teach science, technology, engineering and math to middle school teachers was issued and over 100 copies have been purchased by sailing instructors and teachers. Chapter 2 teaches about buoyancy: Sink or float. Partners have included the USPS, Sea Scouts, YC's and community Sailing Centers.

Organizational and Individual Collaborations:

American Canoe Association – Chris Stec: Instructor Training

Americas Cup – John Craig, Educational collaboration and outreach to educate the public about importance of training and safety practices

Community Boating Center, Providence, RI - John O'Flaherty: Introducing safe boating skills to underprivileged youth

NASBLA - Pam Dillon: Safe boating initiatives with states, participating on committees

New England Science & Sailing: Spike Lobdell & Michael Smiles: Introducing safe boating skills underprivileged youth

NMMA - Sharing safe boating skills articles and information for publishing on Discover Boating website and listing of “where to learn to sail or powerboat”

Boat US Foundation – Chris Edmondson and Amanda Suttles: Collaborate on safe boating initiatives

Department Natural Resources Ohio – Valerie Cox – Collaboration on Powerboat Instructor Training

Boy Scout of America / Sea Scouts - Keith Christopher: Collaborate on building additional safe boating options for badges

Boys & Girls Clubs of America - Wayne Moss: Introducing safe boating skills to underprivileged youth

IMG Academies -Josh Lifrak – Instructor Training

International Sailing Federation (ISAF) - Dan Jaspers

Mustang Survival – Steve Chambers: discussion on Mustang’s attendance at US Sailing Leadership Forum

National Marine Educators Association

National Marine Manufacturers Association & Discover Boating - Nicole Brashear: Sharing safe boating skills articles and information for publishing on Discover Boating website and listing of “where to learn to sail or powerboat”

National Outdoor Leadership School (NOLS) - Katie Baum Mettenbrink – Instructor skills & certification

NOAA - Joseph Sienkiewicz, Chief, Marine Prediction Center

Ocean Education: Paula Keener - Director of Education NOAA Office of Exploration

Ocean Literacy program - Lynn Whitley, Director of Education, Wrigley Inst. for Environmental Studies and Sea grant Program

PADI - Bill Hamm: Advancing the sport and promoting safety

Sail Training International - Paul Bishop, Head of Race Directorate

Spirit of America - Cecilia Duer: Instructor skills & certification

US Olympic Committee - Paralympic Division - Susan Rossi: – Advancing the sport and promoting safety

US Windsurfing - Jerome Samson: Advancing the sport and promoting safety

VA National Veterans Paralympic Programs - Christopher Nowak: Advancing the sport and promoting safety

Whistles for Life – Bob Cameron: With safety in mind - purchased branded product for distribution to newly certified instructors and for sale in the US Sailing Store

Summary

With the support of the US SAILING/US Coast Guard partnering grant US SAILING has continued to expand and maintain a national network of partners through which to jointly identify and harness the maximum opportunities to provide effective boating safety training to recreational boaters and boating safety trainers, broadcast the “Wear life jackets” message and act as a responsible information highway for boating safety awareness and education. These partnerships have shared the repositories of boating safety educational initiatives and training materials, heightened public awareness and provided access to safe boating training on-line and on-the-water. These partnerships collaborated on how to increase the avenues for boating safety training delivery and broadcast the criticality of wearing a life jacket to the enormous population of recreational boaters who are operating at risk without this information. The outcome of these efforts, we believe, will result in increased compliance with boating safety rules and regulations with the ultimate aim of decreased accidents and fatalities as per the overall goal of the US Coast Guard Strategic Plan.