

October 18, 2012

U.S. Coast Guard
Commandant (CG-54222)
U. S. Department of Homeland Security
2100 2nd Street, SW, Stop 7581
Washington DC 20593–7581
Attention: Wayne Stacey Re: *Drivers Education for Boaters™ - Agreement 3311FAN110227*

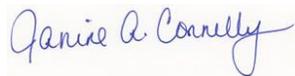
Dear Mr. Stacey:

US SAILING is pleased to submit this report describing our activities and progress associated with the **2011-2012 Drivers Education for Boaters™ Grant**. This grant was approved in July, 2011. The period of performance for this grant is October 2011 – September 2012.

US SAILING greatly appreciates the assistance that the United States Coast Guard provides in the area of boating safety. We are proud of our contributions to promoting boating safety over the years and as facilitated by the subject grant.

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

Sincerely,



Janine Connelly
Training Director

2011-2012 Drivers Education for Boaters™ Grant Executive Summary

The mission of the United States Coast Guard's National Recreational Boating Safety Program (RBS) is to ensure the public has a safe, secure, and enjoyable recreational boating experience by implementing programs that minimize the loss of life, personal injury, and property damage. According to the United States Coast Guard's Boating Safety Resource Center (2009) 4,789 recreational boating accidents in 2008 resulted in 709 deaths and 3,331 injuries and approximately \$54 million dollars of property damage.

- ✓ The top five primary contributing factors in accidents are:
 - 1) Careless/reckless operation
 - 2) Operator inattention
 - 3) No proper lookout
 - 4) Operator inexperience
 - 5) Passenger/skier behavior
- ✓ Ninety (90) percent of deaths occurred in boats where the operator had not received boating safety instruction.
- ✓ Over two thirds of all fatal boating accident victims drowned, and of those, ninety (90) percent were not wearing life jackets
- ✓ Seven out of ten boaters who drowned were using boats less than 21 feet in length.
- ✓ The most common type of vessel involved in reported accidents were open motorboats (43%) nearly twice that of the second most common type of vessel, personal watercraft (23%).

Over the last several years, US SAILING/US POWERBOATING's *Safe Powerboat Handling* course has been successfully implemented in its Powerboat Certification Series and created a network of over 300 instructors. These instructors have certified over 3,000 students by teaching the course at nearly 100 different facilities in more than 20 states. US SAILING believes that in order to positively impact the statistics cited above in a dramatic fashion, this success must be greatly accelerated. US SAILING has made this multi-year grant request to enable the rapid and significant expansion of these programs nationally to considerably expand on-the-water powerboat training capacity.

The *Drivers Education for Boaters™* program will help reduce injuries, fatalities and property damage as a result of boating accidents by increasing public participation in on-the-water skills-based boating courses. *Drivers Education for Boaters™* expressly addresses the areas of interest in the USCG Strategic Plan by supporting the following specific objectives:

- ✓ Safety Education Certificates (Objective 1)
- ✓ Raising Awareness of Safe Boating Practices (Objective 2)
- ✓ Increasing public participation in Advanced Boating Education (Objective 3)
- ✓ Supporting Life Jacket Wear (Objective 4)
- ✓ Improving Operator Compliance – Navigation Rules (Objective 5)

Drivers Education for Boaters™ addresses the Specific Areas of Interest described in the USCG Strategic Plan to “Develop and Conduct a National Year-Round Safe Boating Campaign.” US SAILING/US POWERBOATING will leverage its extensive network of instructors and waterfront training centers to significantly grow the footprint of its existing NASBLA-approved *Safe Powerboat Handling* course, thereby reaching hundreds, if not thousands, of new boaters annually. US SAILING/US POWERBOATING will further support USCG Specific Area of Interest "National Estimate of Life Jacket Wear Rate" by having its Powerboat Training Coordinators cooperate and work with the John Snow Institute in support of the National Life Jacket Wear Rate Study.

Objectives

US SAILING/US POWERBOATING is implementing a multi-year, phased approach to dramatically expand participation in its *Safe Powerboat Handling* courses by developing and expanding the number of powerboat training centers through a network of Powerboat Training Coordinators. US SAILING/US POWERBOATING has developed a plan that strategically targets regional centers in the initial phase to serve as demonstration models for additional centers projected in subsequent years.

GOALS

RESULTS	USCG RBS STRATEGIC PLAN OBJECTIVES				
	1	2	3	4	5
<i>1. Increasing the number of participants in Safe Powerboat Handling courses by an additional 20% above 2010-2011 grant year participation</i>	✓	✓	✓	✓	✓

2. 20% increase in the number of Safe Powerboat Handling courses offered above 2010-2011 grant year participation			√		
3. Increasing the number of powerboat training facilities hosting Safe Powerboat Handling Courses by 50% above 2010-2011 grant year participation			√		
4. Course Participant Survey Results:					
• 90% of Safe Powerboat Handling course participants would recommend course to a friend			√		
• 75% of course participants agree that course “improved their safe operation of a boat” up to one year after the course		√			√
• Majority of course participants acknowledge the importance of life jacket wear and support their passengers wearing life jackets				√	
5. 150,000 visitors annually to the www.uspowerboating.com and/or www.driverseducationforboaters.com web sites		√			
6. An additional 20% increase in the number of certified Safe Powerboat Handling instructors	√		√		

7. An additional 20% increase in the number of active (offering courses and/or ordering materials) Safe Powerboat Handling instructors	√		√		
8. Continuation and expansion of Safe Powerboat Handling courses at 90% of powerboat training centers after the grant ends	√	√	√		√

STATUS – GOALS AND BENCHMARKS

RESULTS	USCG RBS STRATEGIC PLAN OBJECTIVES	
	TARGET	YTD A/O 9.30.2012
1. Increasing the number of participants in Safe Powerboat Handling courses by an additional 20% above 2010-2011 grant year participation	1168	1217
2. 20% increase in the number of Safe Powerboat Handling courses offered above 2010-2011 grant year participation	245	249
3. Increasing the number of powerboat training facilities hosting Safe Powerboat Handling Courses by 50% above 2010-2011 grant year participation	61	47
4. Course Participant Survey Results:		
• 90% of Safe Powerboat Handling course participants would recommend course to a friend	90% +	99.8%

<ul style="list-style-type: none"> • 75% of course participants agree that course “improved their safe operation of a boat” up to one year after the course 	75% +	98.1%
<ul style="list-style-type: none"> • Majority of course participants acknowledge the importance of life jacket wear and support their passengers wearing life jackets 	>50%	74.9%
5. 150,000 visitors annually to the www.uspowerboating.com and/or www.driverseducationforboaters.com web sites	150,000	31,222 / 138,980 pageviews
6. An additional 20% increase in the number of certified Safe Powerboat Handling instructors	474	470
7. An additional 20% increase in the number of active (offering courses and/or ordering materials) Safe Powerboat Handling instructors	62	57
8. Continuation and expansion of Safe Powerboat Handling courses at 90% of powerboat training centers after the grant ends	11 continued Training Centers	12

Powerboat Instructor Courses scheduled:

Mariner Sailing School, VA	November, 2011
Best Boat Club, FL	December, 2011
Orange Coast College, CA	January, 2012
Clearwater Sailing Center, FL	February, 2012
Edison Sailing Center, FL	March, 2012
Best Boat Club, FL	March, 2012
Downtown Sailing Center, MD	March, 2012
DC Sail, VA	March, 2012
Duxbury Bay, MA	April, 2012
SUNY Maritime, NY	April, 2012

Gateway Community, TX	April, 2012
Chicago Yacht Club, IL	May, 2012
Sail Maine, ME	May, 2012
Camp SeaGull/Seafarer, NC	May, 2012
Sheboygan Youth Sailing, WI	May, 2012
Camp SeaGull/Seafarer, NC	July, 2012
Best Boat Club, FL	August, 2012
Univ of South Florida, FL	August, 2012
Waterfront Center, NY	August, 2012

Survey goals and benchmarks:

Surveys have been created for distribution to Safe Powerboat Handling program participations, with the below goals in mind. (Please see sample copies enclosed.)

Three different surveys will be sent:

1. Upon course registration but prior to attendance;
2. Immediately after course attendance;
3. One-year after course attendance.

The surveys will be available for completion online. Hard copies will be mailed to those without email addresses on file.

SURVEY RESULTS	SURVEYS SENT YTD / RESPONSE RATE	TARGET (FISCAL YEAR OCT 2011- SEPT 2012)	RESULTS, YEAR TO DATE (10/1/11 – 4/6/12)
	1217 / 14.1%		
90% of Safe Powerboat Handling course participants would recommend course to a friend		90%	99.2%
75% of course participants agree that course “improved their safe operation of a boat” up to one year after the course		75%	98.1%
Majority of course participants acknowledge the importance of life jacket wear and support their passengers wearing life jackets		50% +	78.2% “more likely to wear a life jacket since completing this course”; 13.1% “somewhat more likely”.

Summary

With the support of the US SAILING/US Coast Guard *Drivers Education for Boaters™* grant, US SAILING will continue to maintain and expand a national network of on-the-water Safe Powerboat Handling course providers through which to jointly increase offerings of and demand for on-the-water powerboat training. The *Drivers Education for Boaters™* initiative will increase outlets for high-quality 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 training. The outcome of these efforts, we believe, will result in better skilled boaters on the water and an 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.

US SAILING appreciates the opportunity to expand and strengthen our on-the-water Safe Powerboat Handling program. We look forward to a continuing partnership with the Coast Guard throughout the remainder of 2012 and into 2013.