

Memorandum of Understanding Between
United States Coast Guard Auxiliary and United States Power Squadrons
Regarding the Recreational Boating Visitation Program

Introduction

This Memorandum of Understanding (MOU) defines and describes the roles and areas of cooperation of the United States coast Guard Auxiliary (USCGAUX) and the United States Power Squadrons (USPS) with respect to the USPS' participation in the Recreational Boating Safety Visitation Program (RBSVP).

Background

The history of the Marine Dealer Visitation program begins with activity by the U.S. Coast Guard's Boating Safety Detachments (BOSDET) circa 1970, with the assistance of the Auxiliary Public Affairs Department. At that time, large floor-standing literature racks were employed in the program.

Some time after that, the entire program was transferred to the Auxiliary Public Affairs Department. Around 1986 the MDV program was transferred to the Vessel Examination Department. The program was restructured to update and grow the USCG safety notification and recall network. At the time, the first qualification process was initiated with the preparation of a training manual and qualification examination.

Member performance data was recorded starting in 1988. Since then, members have been performing around 35,000, or more, visits per year. The RBSVP program was periodically updated to better align with customer and USCG needs.

In 2002-2003, the MDV program was reengineered and renamed the Recreational Boating Safety Visitation Program. The revised program expanded the customer base to any establishment, commercial or non-commercial, frequented by recreational boaters. As witnessed by this document the program expanded the number of providers with the addition of the United States Power Squadrons.

Purpose

The purpose of the Recreational Boating Safety Visitation Program is to promote safe boating for the recreational boating public through the aid of commercial and non-commercial establishments, identified as high profile contacts with the recreational boater.

Objectives

The program is designed to:

1. To establish or enhance working relationships between program customers, the Coast Guard, the Coast Guard Auxiliary and authorized providers.
2. To use the Marine Dealer as the contact point for making the boating public more aware of local, state, and federal boating safety requirements.
3. To provide, information regarding Public Education courses, Vessel Safety Checks, Auxiliary membership, USPS Membership and to distribute Coast Guard, Auxiliary, United States Power Squadrons and other available boating safety handout materials approved for distribution through the Recreational Boating Safety Visitation Program.

Customer Base

The Coast Guard has on its mailing list approximately 25,000 marine dealers and other commercial outlets that receive mailings on safety and technical issues. These groups, usually referred to as marine dealers, are roughly defined as any retail outlet that sells marine related merchandise and includes boat dealers, marinas, motor outlets, bait shops, repair shops and others. There is no data on what coverage is represented by the 25,000 number figures.

Under the expanded program, large multi-store outlets should receive broader coverage. Additional commercial establishments such as hardware stores, marine equipment rental outlets, insurance agencies and boat licensing will be added to the coverage. Other centers of community activities such as libraries and public launch ramps may be included. A more complete listing is available in the RBSVP Manual.

USCGAUX Areas of Cooperation

The role of the USCGAUX as the National Director and Executive Agent of the Recreational Boating Safety Visitation Program for the USCG will include as personnel and resources permit:

- Establish and periodically review the customer list for the program.

- Develop a standardized national training program, create necessary training materials and provide assistance in program training to the USPS.
- Establish and maintain oversight over authorized providers to ensure the program meets the needs of the boating public and the USCG. Upon consultation with and the concurrence of G-OPB, USCGAUX may revoke the authority of any provider to conduct program visitations.
- Work with USPS at every level to manage local visitations programs at the Division/Flotilla and Squadron levels. USCGAUX and USPS Districts will provide oversight as to performance and cooperation at the local levels. Issues that require action at a level higher than the District-to-District scenario will be referred to the USCGAUX Executive Agent, DC-V, and the USPS National Coordinator.
- Work with USPS and G-OPB to develop the necessary and appropriate materials, e.g., manuals, training materials, CDs, literature display racks, brochures, etc., to support the RBSVP.
- Develop and implement an effective marketing outreach program to promote the awareness of the boating public in the RBSVP.
- In coordination with the USCG (G-OPB and G-OCX) and USPS, develop a system of reporting program results of the USPS to the USCG and G-OPB. This will include a system for updating the USCG customer database as well as member performance results.
- Perform other duties as necessary to ensure the efficient operation of the RBSVP.

USPS Areas of Cooperation:

Consistent with its role as an authorized provider of the RBSVP, the USPS agrees to provide the following as personnel and resources permit:

- Designate a USPS national coordinator to interact with the USCG Executive Agent.
- Support decisions from the USCG and USCGAUX Executive Agent in matters concerning the execution and administration of the RBSVP.

- Actively market participation in the RBSVP to USPS members. Proactively work to educate qualified program trainers in each Squadron and/or District.

- Neither the USCG nor the USCGAUX are liable for injury, death, property loss, or lawsuits incurred by USPS members. Likewise, USPS will not be liable for injury, death, property loss or lawsuits incurred by the USCG or the USCGAUX.
- Establish internal procedures to report results and reward member performance. Work with USCGAUX to establish procedures for filing necessary reports with the USCG and other agencies.
- Maintain an internal program for the storage of and distribution of program materials to various USPS units and program visitors.
- Work with the USCGAUX and G-OPB to create and publish necessary materials to support the RBSVP. Assist the USCGAUX and G-OPB to develop and implement a coordinated effective marketing outreach program to promote the RBSVP to its customer base and the boating public.
- Permit the use of the USPS name and logo in RBSVP marketing programs and materials. The USPS name and logo shall remain the sole property of USPS.
- The USPS agrees to assist in the drafting of grant proposals and to work with the USCGAUX in obtaining funding support for the RBSVP.
- The USPS accepts full financial responsibility for any costs incurred by the USPS participation in the RBSVP not otherwise covered by grants or donations.
- Perform other duties as necessary to ensure the efficient operation of the RBSVP.

Effective Date

Qualified USPS members are authorized to conduct visitations as of 1 May 2005. All other provisions of this agreement are effective from the date signed.

Agreement

The undersigned USCGAUX and USPS officers agree to provide best efforts to comply within their respective Areas of Cooperation.

This MOU shall remain in effect until cancelled in writing by either party. In the event that either party elects to cancel this agreement, 30 days written notice is required.

Signatures:

Original signed as follows (original on file at USPS HQ, Raleigh, NC):

COMO G. M. Seibert
National Commodore, USCGAUX
Date: 08 Jan 2005

C/C G. Leslie Johnson, SN
Chief Commander, USPS
Date: Jan 8,2005