

Outreach

Part of the mission of the Maritime Administration (MARAD) is promotional, promoting the development and maintenance of the U.S. merchant marine and maritime industries. Outreach is, therefore, an important part of MARAD's work, both on a formal and informal basis.

Ship Operations Cooperative Program (SOCP)

The Ship Operations Cooperative Program (SOCP) is an industry-government partnership to enhance the U.S. maritime industry. It began ten years ago, as a result of a MARAD workshop for the U.S. shipping industry and selected government organizations, and MARAD is still its sponsor. SOCP started with five members; it now has 93, including ship operators, ship managers, shipyards, ship designers, maritime suppliers, marine insurance companies, educational/training organizations, and U.S.-based international ship classification societies.

SOCP conducts initiatives in such areas as industry improvement, facilitating dialogue on industry and regulatory issues, and the testing and evaluation of new technology and products. SOCP was working on its Smart Card Project for Mariner Identification even before the events of September 11, 2001, brought port security issues to the fore. As a result, a pilot project is being developed with costs being shared by MARAD and SOCP.

SOCP has done important work in the formulation of STCW. SOCP was a key player in evaluating STCW impacts on the industry, and recommended to the USCG possible STCW implementation strategies.

SOCP meets at least twice a year, and portions of its meetings are broadcast on the Internet.

Education Outreach

Garrett A. Morgan Technology and Transportation Futures Program

MARAD works with DOT's Garrett A. Morgan Technology and Transportation Futures Program to stimulate interest in transportation careers and furthering education in today's youth.

MARAD co-chairs the Internet advisory group for the Morgan Program. This group develops and maintains the DOT site (<http://education.dot.gov>), and supports other activities. In FY 2002, the Internet advisory group featured a DOT website contest for high school students. Secretary Mineta kicked off the contest in an event with a local high school.

University Transportation Centers (UTC's)

MARAD assisted DOT's Research and Special Programs Administration (RSPA) in reviewing proposals for continued program funding for 17 of the UTC's. These UTC's have been a great asset to the advancement of transportation

education and research in the U.S. MARAD again assisted the Rhode Island UTC with evaluation of proposed research and development efforts for the coming year.

Maritime Education and Training Outreach

Consonant with the Agency's strategic planning for outreach, an initiative with secondary schools and pre-undergraduate programs in careers afloat and shipyard employment was explored. The purpose of this activity is to aggressively promote student interest in maritime careers. The goal is to create alliances of key people who will have tangible effects on improvement of the understanding and relationship that schools can have with the maritime industry.

As an example, MARAD is partnering with the MSC to provide platforms for training and sea experience. With regard to shipyard training, discussions are underway with members of the National Shipbuilding Research Program (NSRP) to establish a cooperative program that would foster utilization of consensus-based shipyard employment skills standards at traditional shipbuilding sites. This program is also intended to benefit inner-city high schools near the shipyard sites.

Research Promotion and Outreach

Ship Maneuvering Research in Houston Ship Channel

Data gathering research work proposed by the MARAD-chaired Society of Naval Architects and Marine Engineers (SNAME) Panel H-10 (Ship Controllability) and sponsored by the U.S. Army Corps of Engineers was completed. The data gathered included vertical measurements of the ship's location relative to the bottom providing systematic measurements never before available for modeling the movements of vessels in shallow and restricted waters.

TRB Workshop Session "Human Factors in Transportation"

MARAD co-chaired a day-long session entitled "Effectiveness of Simulation for Training: Advanced Instructional Technologies" at the Human Factors in Transportation Workshop sponsored by the Transportation Research Board (TRB). The session examined the effectiveness of training and education through simulation, computer-based training, distance learning, virtual learning, mentoring, and other advanced instructional technologies in different transportation modes.

IMO Ship Maneuvering Requirements

The Design and Equipment Subcommittee of the IMO finalized minimum performance standards and their guidelines for ship controllability. These standards involve capabilities in deep and unrestricted waters, and have been under evaluation for about seven years. The resulting standards will become official recommendations to national governments upon formal approval by the IMO Maritime Safety Committee. MARAD through chairmanship of Panel H-10 provided industry-wide support to the USCG who leads U.S. participation at IMO.

Aquatic Plant Remote Sensing Project

MARAD assisted with the DOT-sponsored remote sensing effort with the management of a project to explore the utility of sensing growth of aquatic plants. The ability of satellite photographs to detect the extent and trend of growth of water hyacinths was accomplished successfully. Photographs before and after cutting of water hyacinths on a stretch of the Rio Grande River showed an excellent degree of effectiveness in detection when compared with field surveys in identifying the plant and its coverage of the waterway.

Maritime Day Awards

On Maritime Day, May 22, 2002, MARAD hosted a ceremonial observance at the Navy Memorial in Washington, DC. The focus this year was "Honoring Living Heroes of the U.S. Merchant Marine," and video presentations highlighted the contributions made by merchant mariners in World War II, the Korean and Vietnam conflicts, the Persian Gulf War, and on September 11, 2001. According to the Captain of the Port of New York, between half a million and a million people were evacuated by water from Lower Manhattan.

Contributions of the maritime community, including Kings Point midshipmen, included pumping most of the water to fight the fires, and providing transportation for rescue workers and supplies at a time when most of the city's other modes of transportation could not function.

Individuals representing each group of mariners received an award from the Maritime Administrator. Those at the gathering included representatives from Congress, industry, unions, and government.

Maritime Heritage Outreach

Obsolete parts and equipment from ships that are marked for disposal are made available to memorial ship organizations to help preserve the operational or historical character of vessels. During the year, 130 transfers were completed, totaling approximately 2,500 items. The memorial ships JEREMIAH O'BRIEN, RED OAK VICTORY and Battleship USS MASSACHUSETTS were among the recipients. Long-term loans of historical artifacts for public display are also made available to specific organizations; currently, 586 items are on long-term loan. Special legislation allows donation of vessels for specific historical purposes. No ships were donated during the year; however, one donation (GLACIER to Glacier Society) was prepared during the year and transfer is anticipated in early FY 2003.

Customer Satisfaction Program

In 1998, as a result of Executive Order No. 12862, a MARAD Customer Satisfaction Committee was formed. The Committee consists of a representative from each MARAD program office. In 1999, the Committee developed two forms: 1) the Customer Service Questionnaire (CSQ), a mechanism to evaluate the perception of how MARAD conducts business, and 2) the Program Performance Survey (PPS), which identifies areas for improvement in program service or product delivery and to monitor the overall level of customer satisfaction. All major MARAD programs are evaluated on a three-year cycle. In 2000, a third form was developed, the Conference/Exhibit Survey, which is used to evaluate MARAD's performance at MARAD-sponsored and cosponsored conferences and exhibits in which MARAD participates.

The *Maritime Administration Customer Satisfaction Report - August 2002* was published, and is currently available on MARAD's web site (www.marad.dot.gov) under the customer service link.