



SARSAT Outreach Activities/ RCC Satisfaction Survey

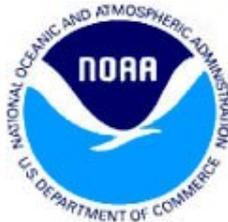
SAR Controllers Workshop 2017

February 28 – March 2, 2017

Joy Hargraves

USMCC System Manager

NOAA





Outreach



Oshkosh Air Venture

- SARSAT attended Oshkosh Air Venture, July 25 – 31, 2016 Oshkosh, Wisconsin to perform outreach to aviators and the general public
 - Oshkosh is the largest general aviation airshow with over 500,000+ attendees each year
 - Attended as part of a NOAA booth in the Federal Pavilion, coordinated by NOAA Aviation Weather Center (AWC) personnel
 - Interactions with over 700+ booth visitors, fielding questions related to the SARSAT Program and the benefits of 406 MHz beacons
 - SARSAT expects to attend Oshkosh in 2017 as part of the NOAA booth contingent



Joy Hargraves represented SARSAT at the NOAA Booth at Oshkosh





Miami International Boat Show

- SARSAT participated in the Miami International Boat Show (MIBS) held February 16th – 20th in Miami, FL
 - Largest boat show in US with over 100,000 attendees
 - Booth staffed by NOAA and USCG AirStation Miami
 - Outreach focused on promoting beacon ownership and accurate beacon registration
 - Made contacts with beacon manufacturers to increase vendor awareness of beacon registration issues
 - 1,233 visitors to the SARSAT Booth
 - 100% increase in visitor interaction over 2016
 - 165 beacon registration transactions entered including new registrations and beacon registration updates



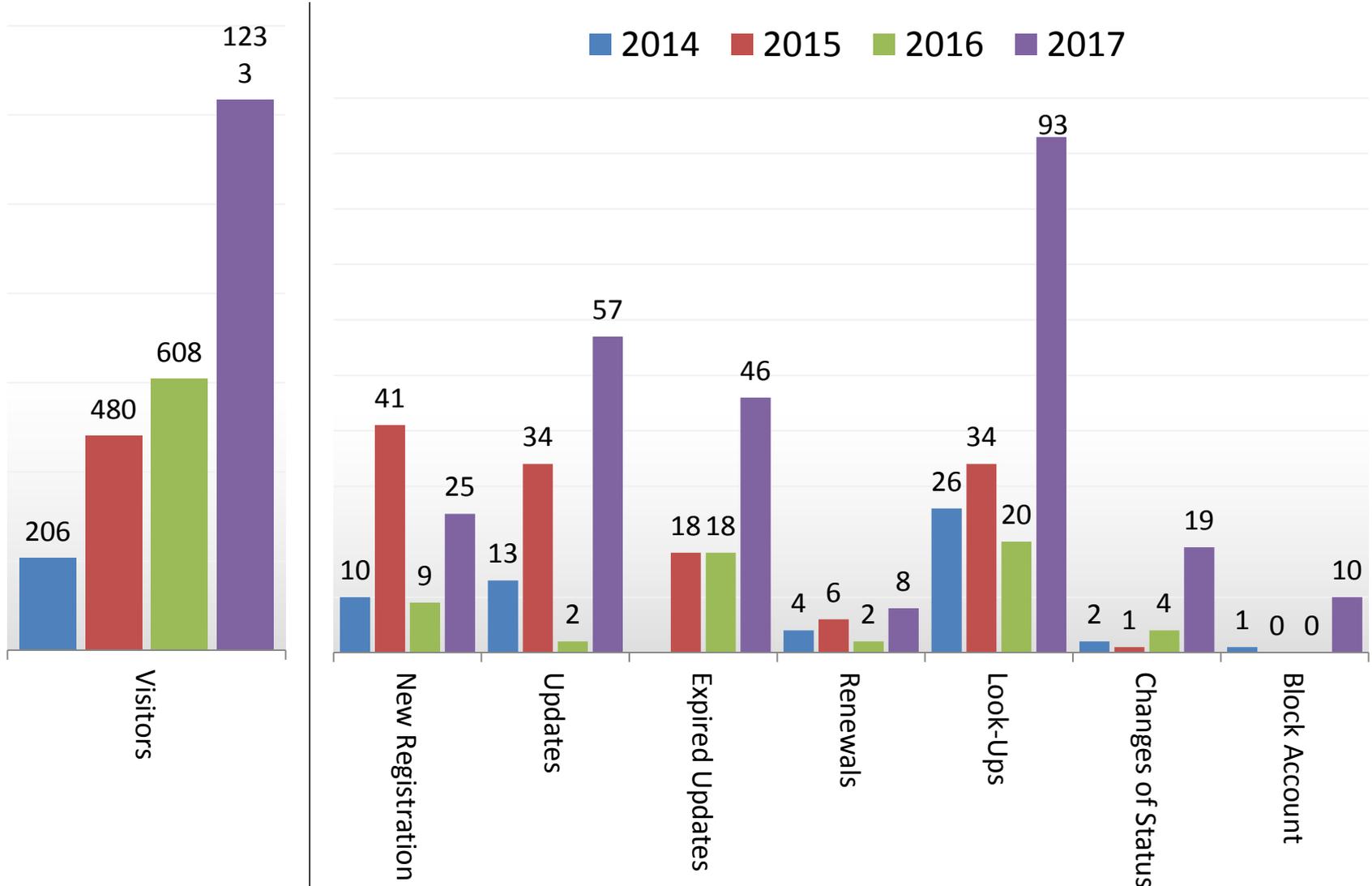
Brent Vizbulis, USMCC, assists beacon owners with registrations at the SARSAT booth



AST3 Cory Thrift, USCG, interacts with booth visitors



Miami Boat Show Results





NOAA Open House

- SARSAT participated in the NOAA Open House on February 11th in Silver Spring, MD
 - Attended by over 1,400 members of the general public
 - Exhibit highlighted the SARSAT Program's critical role in global search and rescue efforts
 - Participants were able to handle demonstration Emergency Position Indicating Radiobeacons (EPIRBs), Electronic Locator Transmitters (ELTs) and Personal Locator Beacons (PLBs) while learning about the SARSAT system that contributed to the rescue of 307 people in 2016 in the USA alone



LTJG Gilman explaining how the COSPAS-SARSAT system works to members of the Public at the 2017 NOAA Open House



Outreach Resources

- There a variety of outreach materials (brochures, etc.) available on the SARSAT website at:
- <http://www.sarsat.noaa.gov/press-info.html>
 - Cospas-Sarsat Overview
 - MEOSAR Overview
 - Beacons/Eliminating False Alerts
 - Register Your Beacon
 - SAR/Global Positioning System (GPS)
- A limited stock of printed brochures are available, please feel free to reach out to Nathaniel.Gilman@noaa.gov and Lisa.Hessler@noaa.gov if you are in need of some materials for outreach events





Future Outreach Plans

- Return to Miami International Boat Show in 2018
- Possible attendance at local boat and air shows
- Investigating ways to reach PLB users through cooperation with the National Park Service
- Preparing articles for publication through a variety of boating, aviation and outdoor websites, magazines, etc.

We welcome your suggestions!!!



RCC Satisfaction Survey



Overview

- RCC satisfaction survey conducted annually since 2010 to determine the RCC Satisfaction Index
 - To track the RCC's satisfaction with how the SARSAT program delivers its services
 - Documented in the SARSAT Performance Management Plan and results reported to the SARSAT Program Steering Group (PSG)
 - Online survey tool is used
 - 2017 survey to be conducted in May 2017



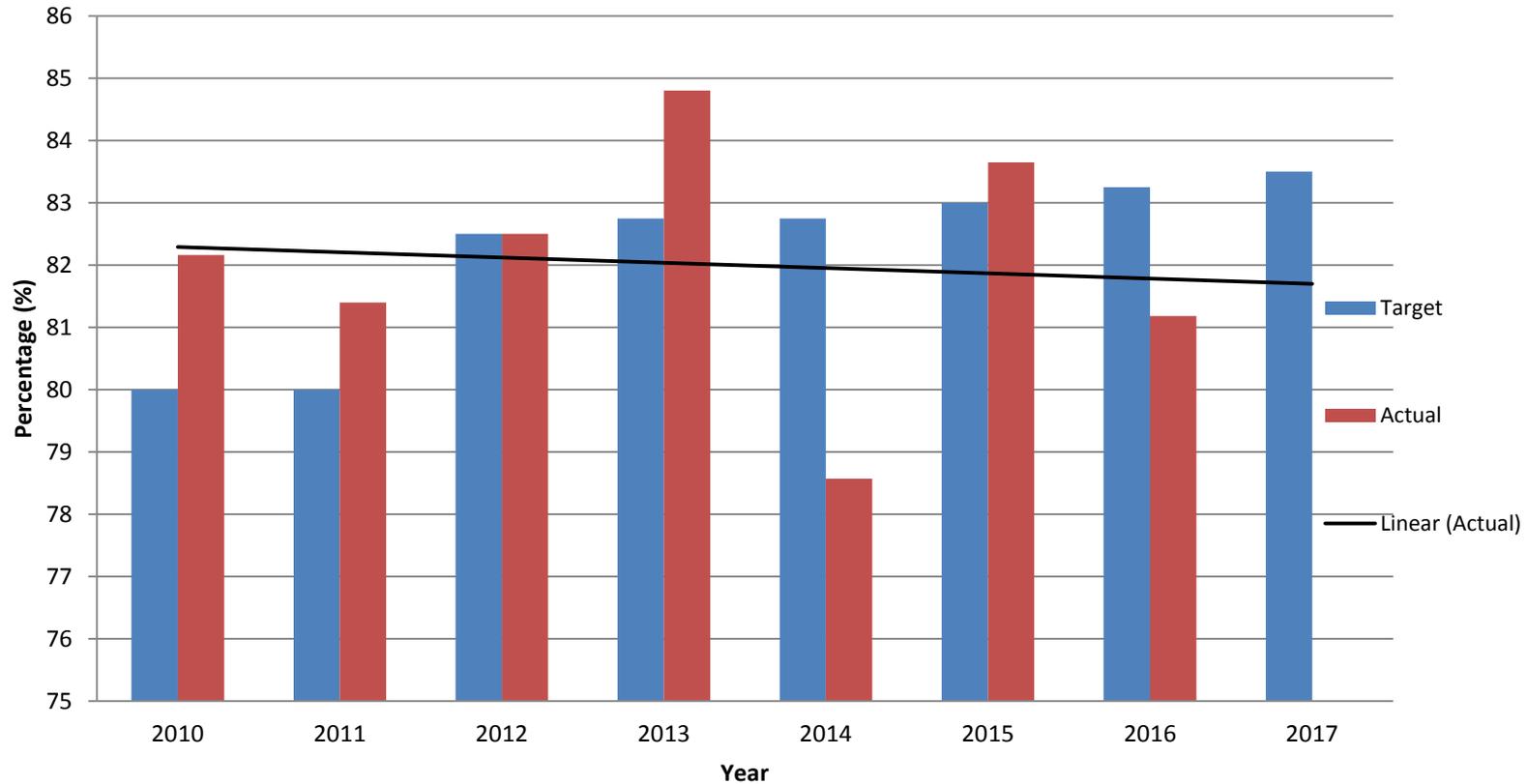
Survey Details

- 10 survey questions rating RCCs satisfaction with
 - USMCC Customer Service
 - Helpfulness, responsiveness and courteousness
 - Quality of SARSAT Data
 - Timeliness of special notifications
 - Accessibility and quality of documentation
- Optional text box questions to capture specific comments on improving customer service, IHDB and LGM message manual



Survey Targets & Results

SARSAT - RCC Satisfaction Index





2016 Results

- 2016 = 81.2%
 - Target = 83.25%
 - 2015 = 83.7%
 - 105 respondents
 - 42% response rate
 - Survey responses indicate slight decline in several areas but the biggest decrease was in the satisfaction with SARSAT Alert Data Quality and Location Data Quality
 - The addition of MEOSAR alert data may assist with the quality of alert and location data



Survey Improvements Needed

- Survey response rate for 2016 was 42%
 - Highest response rate achieved since surveying was 64% in 2011 and has steadily declined since
 - *OMB Standards and Guidelines for Statistical Surveys, dated 2006 recommends a minimum response rate of 80% “...to ensure that survey results are representative of the target population so that they can be used with confidence to inform decisions.”*
- Encourage all USAF and USCG SAR Controllers to participate in 2017 survey



Questions?