



State of the District - 2024

District Eleven Southern Region

COMO Michael D. Bozarth



RECRUIT • TRAIN • ENGAGE • CELEBRATE



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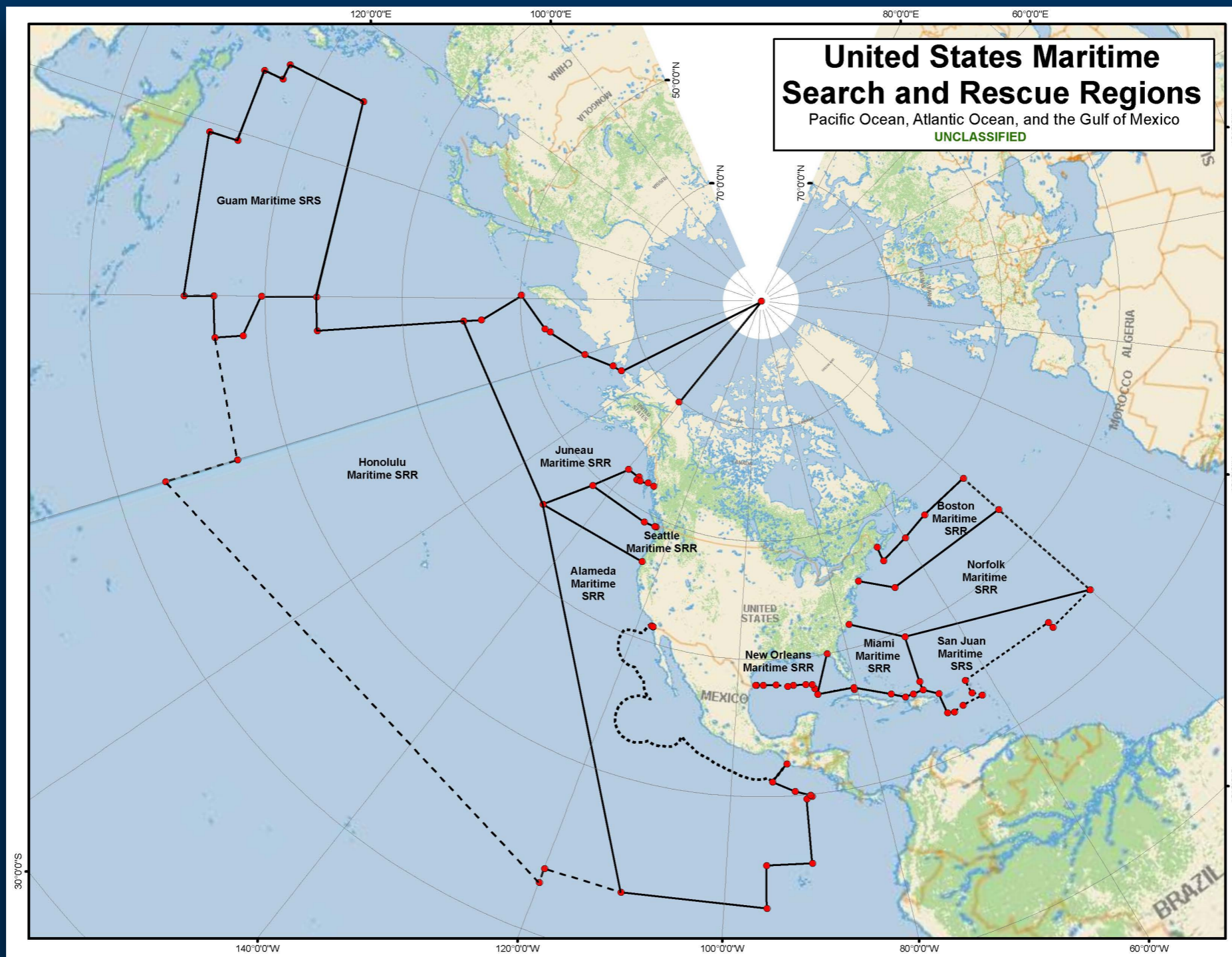
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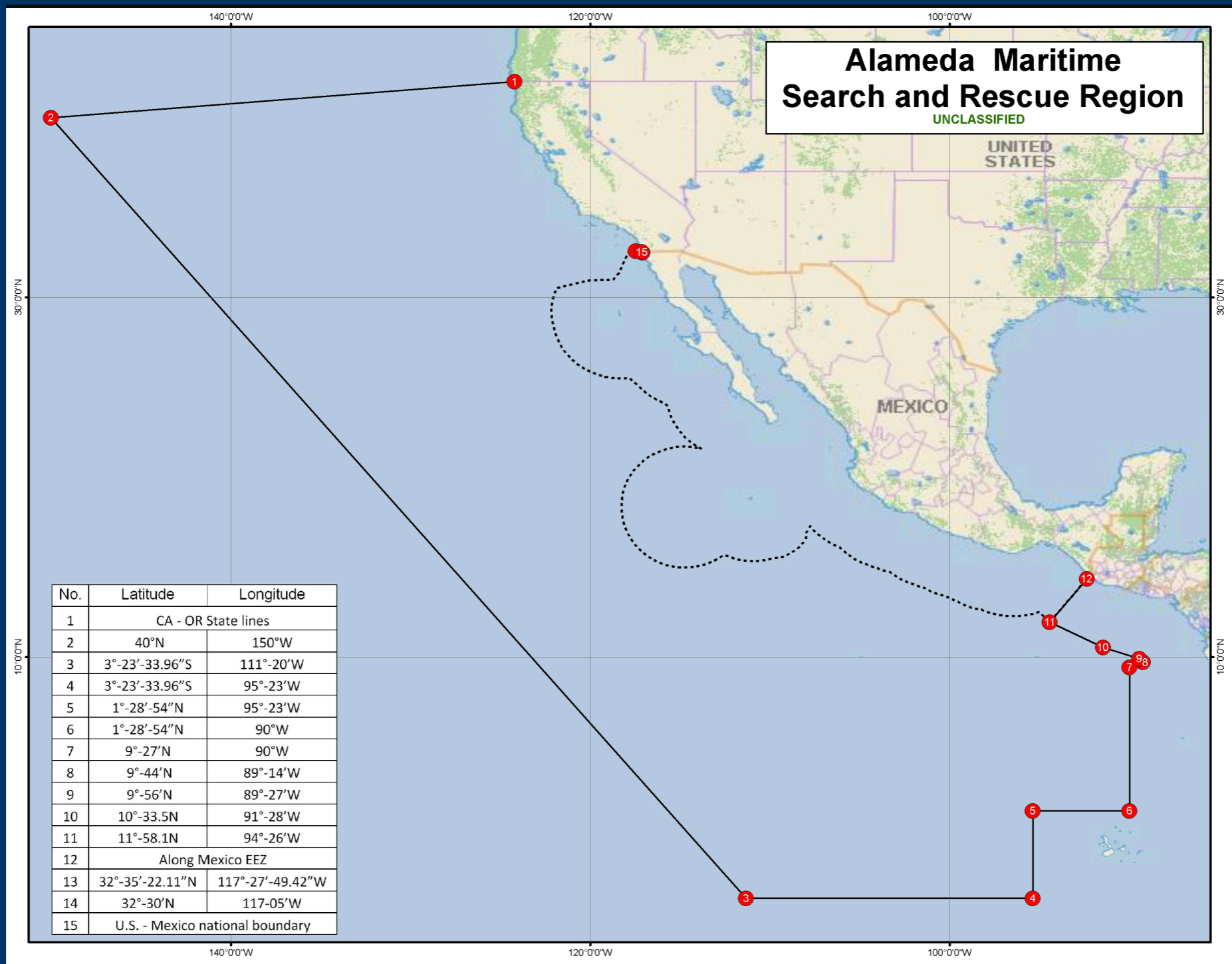


D11S Fact Sheet





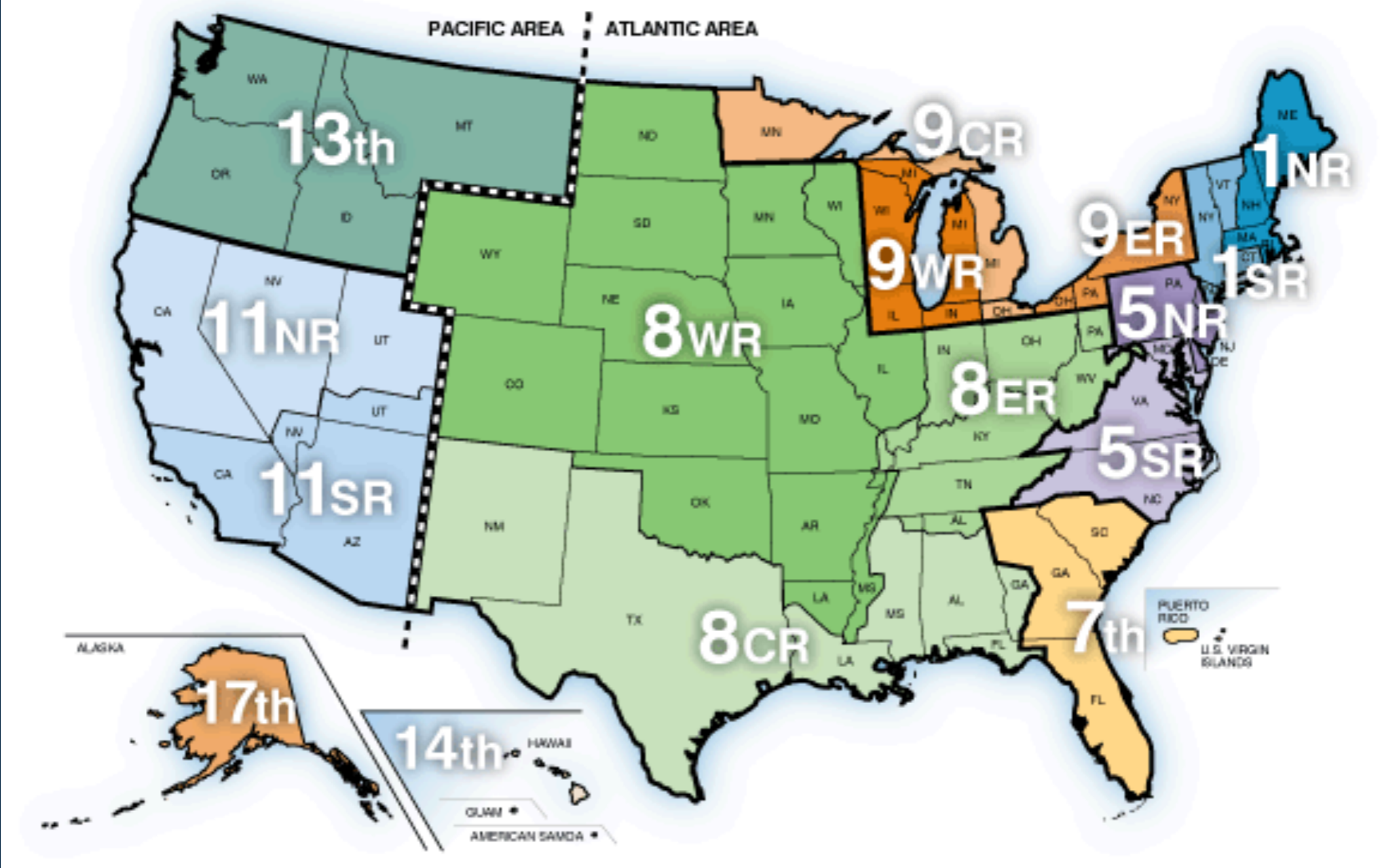
D11S Fact Sheet





D11S Fact Sheet

U.S. COAST GUARD AUXILIARY AREAS, DISTRICTS, AND REGIONS





D11S Fact Sheet

4 States: CA, AZ, NV, UT

3 Tier one Ports

400 Miles of Coast Line

7 Islands

1 Million+ Registered Boats

5 of the Deadliest Lakes in the US

Auxiliary

- 9 Divisions, 42 Flotillas
- 1,123 Members
- 776 Certifications
- 108 Elected Leaders
- 111 District Appointments
- 5 District Committees
- 4 District Task Forces
- 91 Radios
- 21 Boats
- 15 Autos

Active Duty

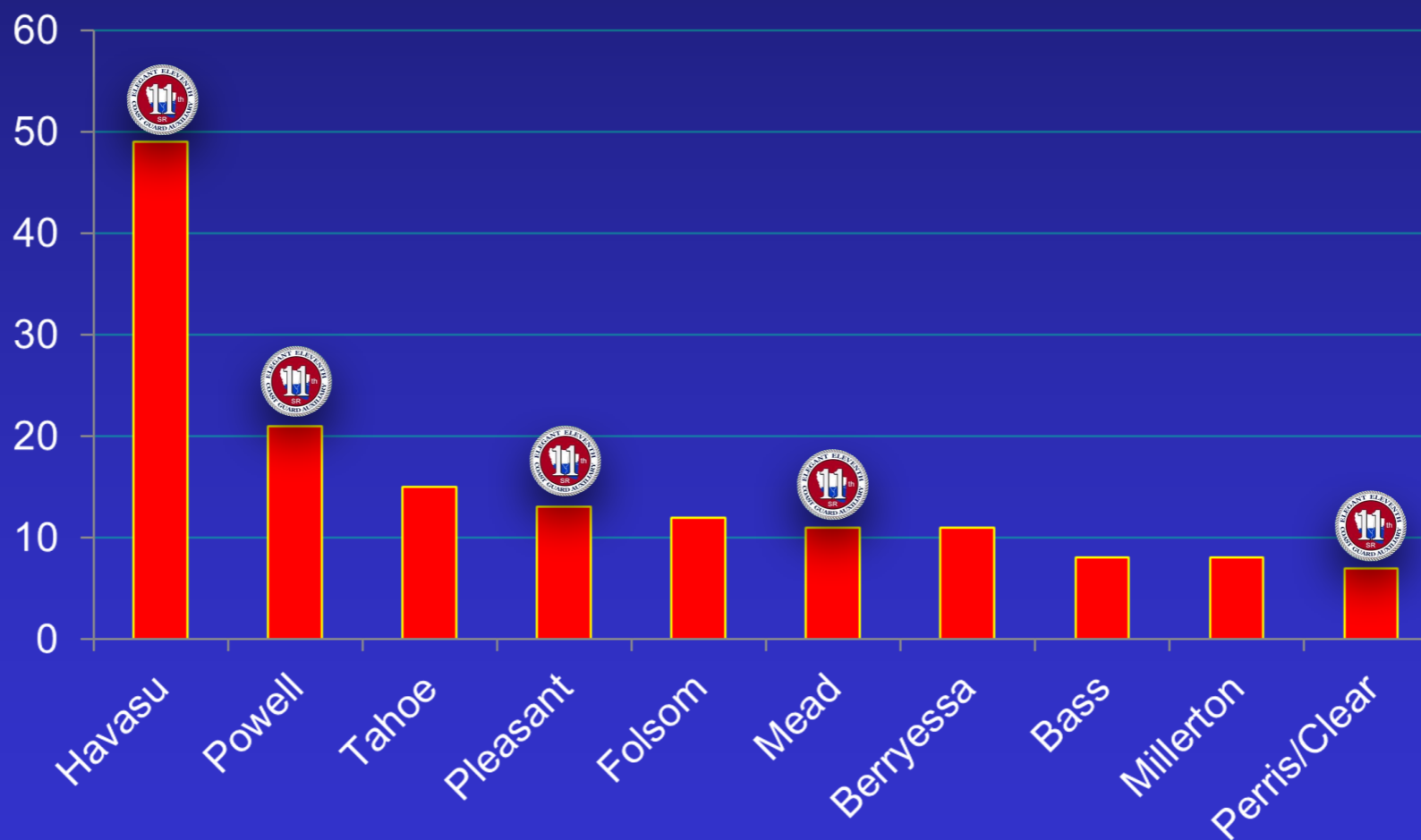
- The Eleventh Coast Guard District encompasses the states of CA, AZ, NV, and UT, the coastal and offshore waters out over 1,000 miles and the offshore waters of Mexico and Central America down to South America.
- Morro Bay to the Mexican Border:
 - 949 Active Duty, 65 Civilians
 - 2 Sectors, 12 Cutters
 - 4 Boat Stations, 2 Air Stations
 - 2 MSST Teams, 2 ANT Teams
 - JHOC, FOB, MSD



D11S Fact Sheet

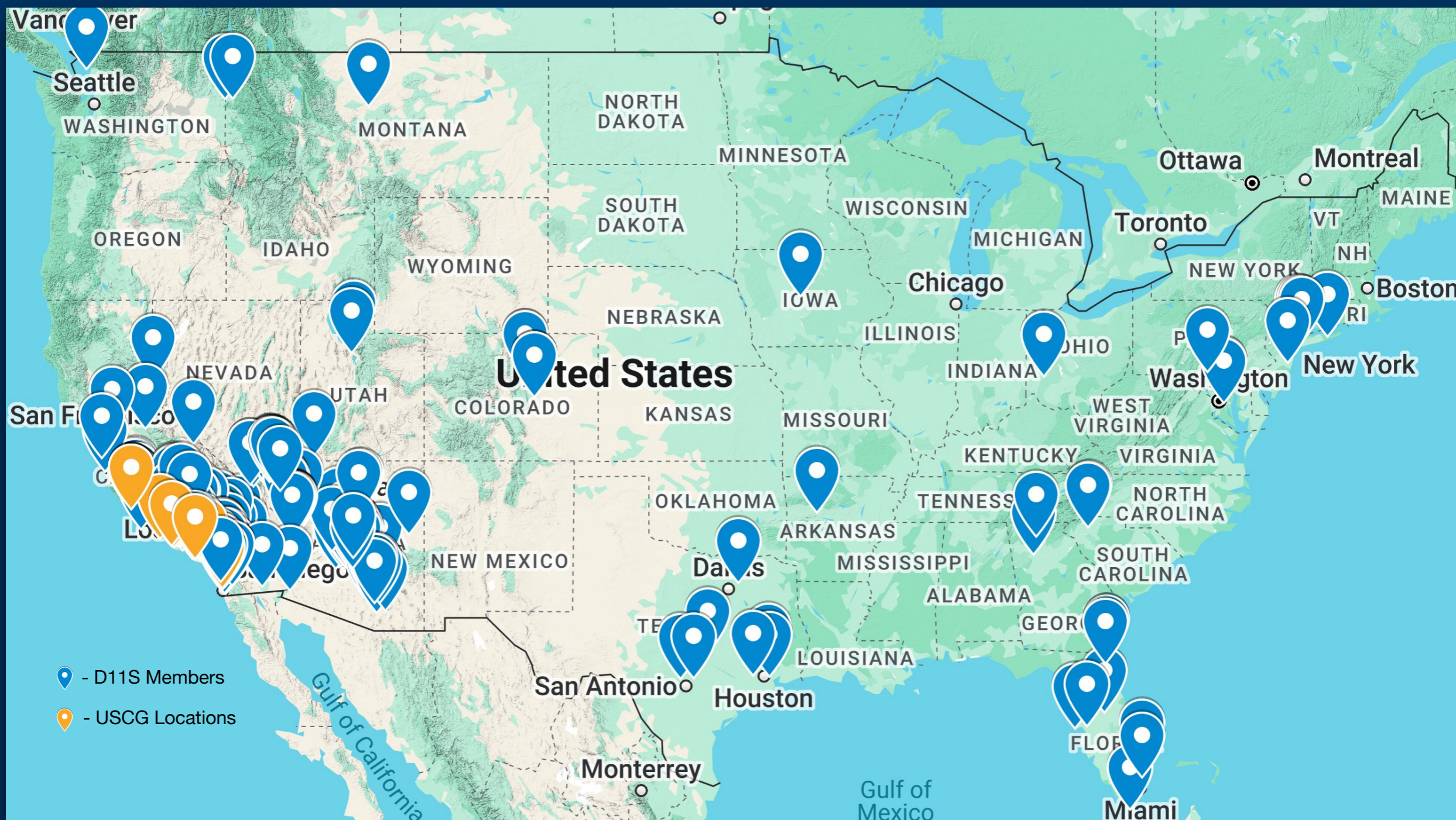


Top 10 D11 Lakes *Accidents (2022 Only)*



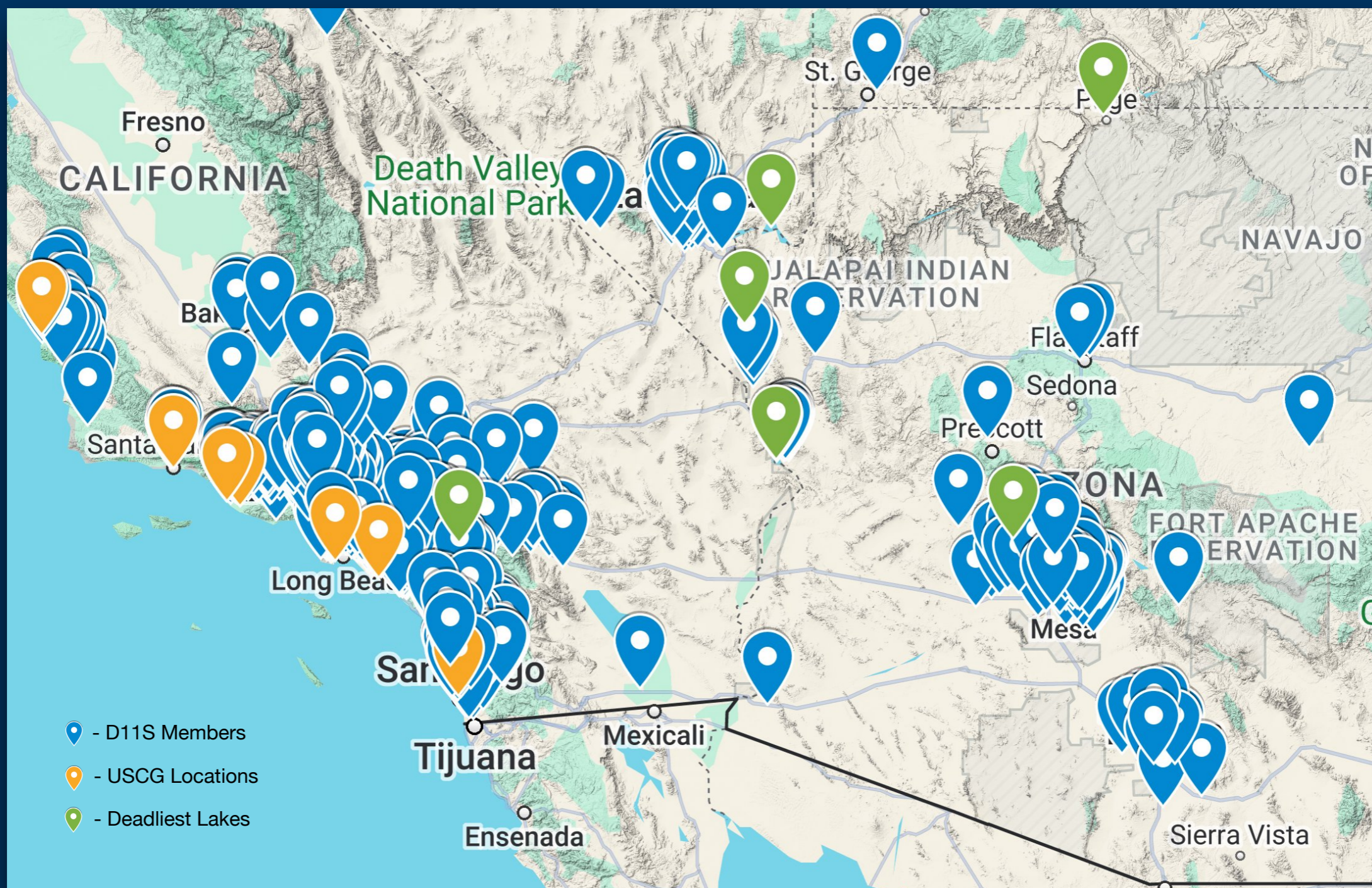


D11S Fact Sheet





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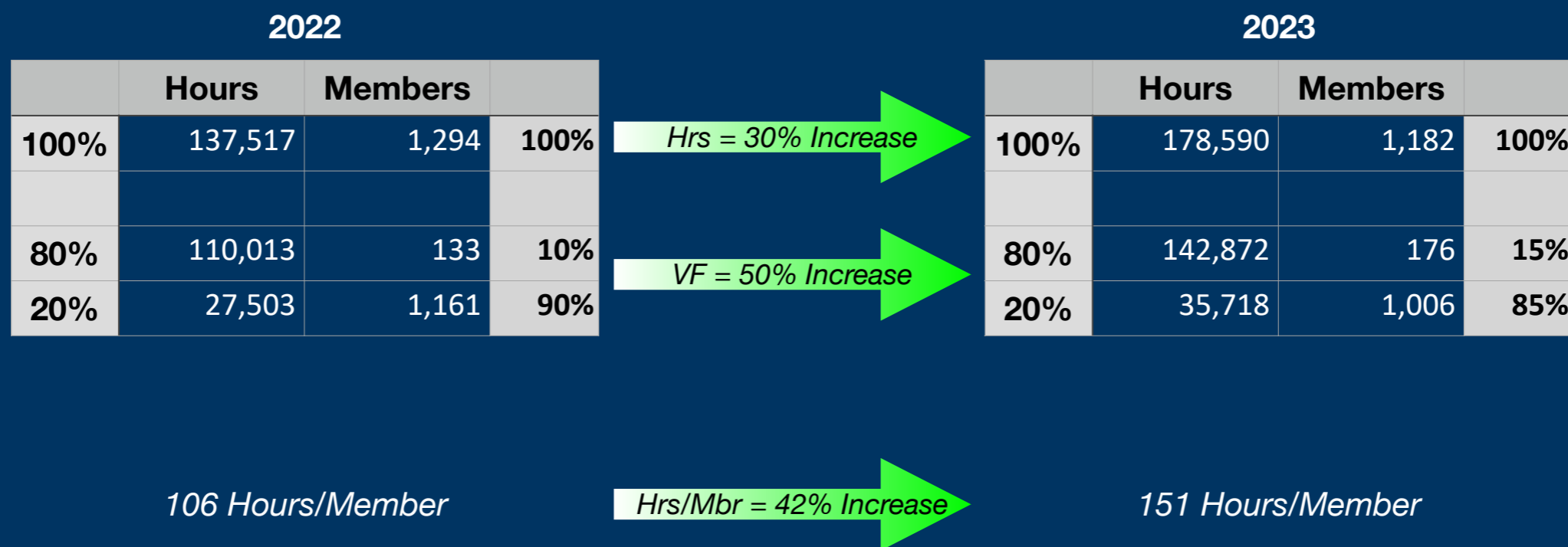




D11S Fact Sheet

Member Effectiveness and Efficiency

While D11S represents an exaggerated example of the Pareto Principle, 2023 showed significant improvement in Total Hours, the “Vital Few,” and Hours/Member.

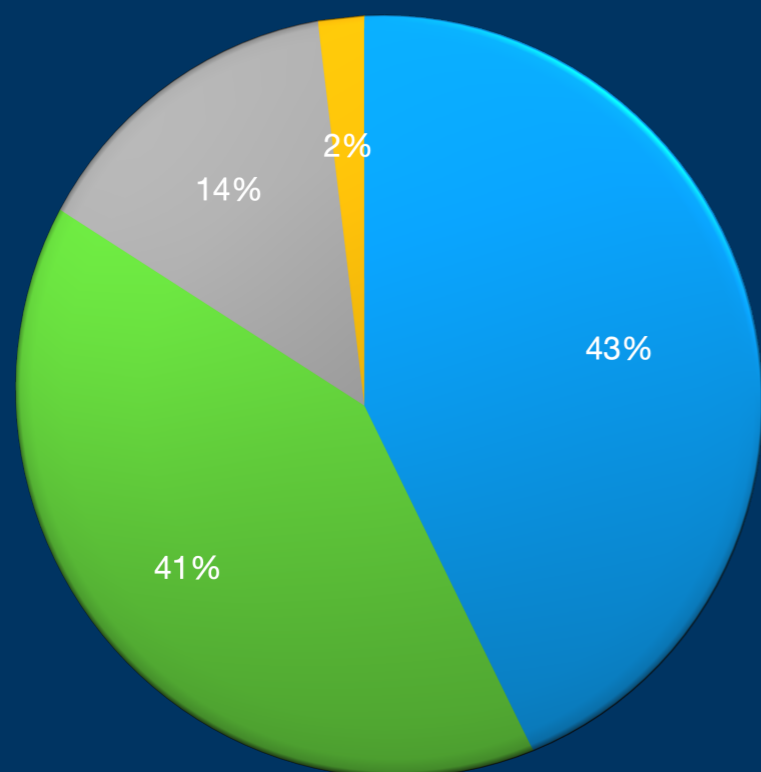


“Doing More with Less”



D11S Fact Sheet

Member Engagement



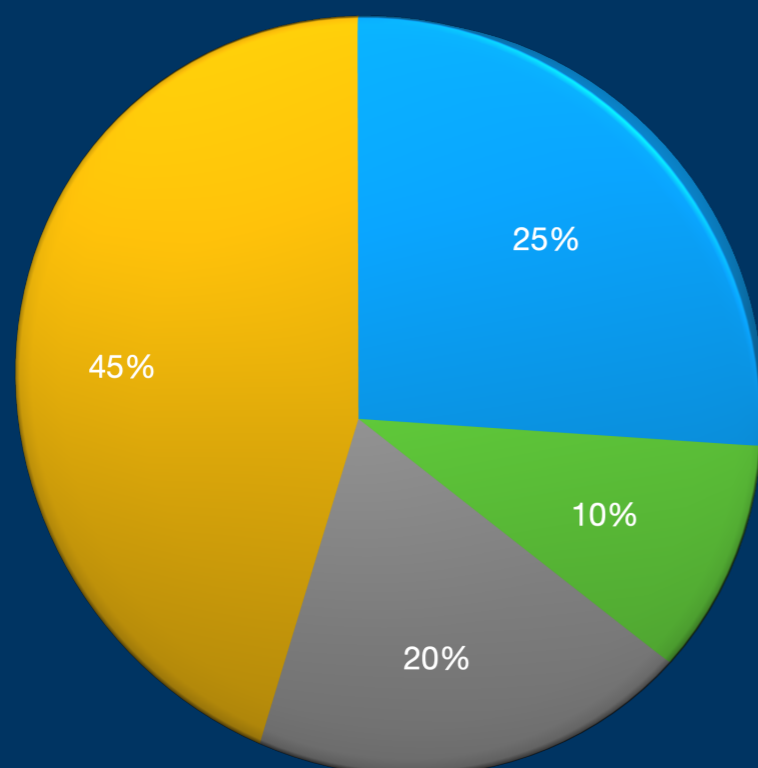
| Days/Week | 0.0 | 0.5 | 1.0 - 3.0 | 4.0+ | Totals |
|-----------|-----|-----|-----------|------|--------|
| Members | 478 | 462 | 161 | 22 | 1123 |
| Percent | 43% | 41% | 14% | 2% | 100% |

- ▶ How much discretionary time our members have to devote to the Auxiliary depends on a number of factors: work and family commitments, age, health, competing volunteer obligations, etc.
- ▶ Perhaps what is of greatest interest is that 43% of our members do not record a single hour.
- ▶ While we have a known time reporting problem, it does not explain this high of a proportion.
- ▶ Understanding ‘Why’ these Members have joined will provide the insight on whether they are simply underutilized or whether we have an “affiliate-only” demographic that does not ever intend to participate.
- ▶ Understanding this will help drive our leadership priorities when it comes to setting goals and engagement objectives.



D11S Fact Sheet Member Activity

● RBS ● Request For Forces ● Other ● Administration



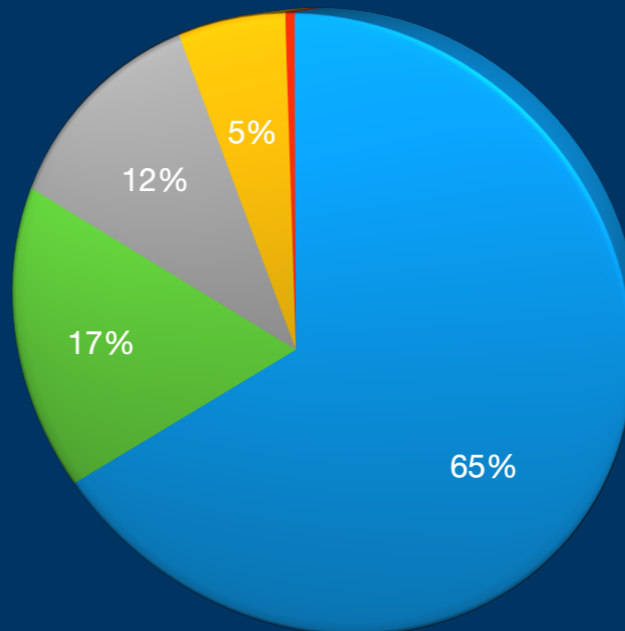
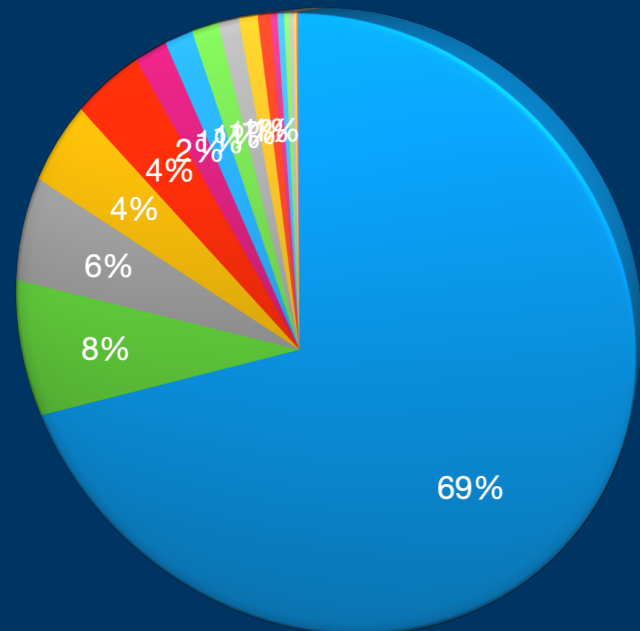
While D11S has made significant strides in both efficiency, effectiveness and ramping up the Request for Forces Program, we spend too much time on administrative tasks that keep us from our primary mission set.

- ▶ Just 1 out of 3 hours is spent on our primary Mission Set.
- ▶ And nearly half of our time is spent on administration.
- ▶ At 151 hrs/yr on average per member, we are committing the equivalent of 535 members to administration alone.

| CATEGORY | 2023 | % | Member Equivalent |
|-----------------------------|----------------|-------------|-------------------|
| Recreational Boating Safety | 44,683 | 25% | 296 |
| Request For Forces | 17,448 | 10% | 116 |
| Other | 35,610 | 20% | 236 |
| Administration | 80,849 | 45% | 535 |
| TOTAL | 178,590 | 100% | 1,183 |



D11S Fact Sheet Member Activity



- AUX ADMIN/RBS, PREP & TRAVEL (99 Mission Codes)
- PUBLIC RELATIONS (Public Affairs, Historian and Aux Musician)
- CG ADMIN SUPPORT (CG Admin Support, CA, Chaplain)
- AUX MARITIME PATROLS
- CG OPERATIONAL SUPPORT
- RECRUITING ASSISTANCE
- MARINE SAFETY & MARINE ENV PROTECTION
- VESSEL EXAMS
- MEMBER TRAINING INSTRUTOR
- RBS PROGRAM VISITS
- PE INCLUDING STATE/YOUTH
- NAVIGATION SYSTEMS
- HEALTH SERVICES
- GOVERNMENT SUPPORT
- EMERGENCY MANAGEMENT
- LEGAL SERVICES
- SEARCH and RESCUE
- INTERNATIONAL AFFAIRS
- LEGISLATIVE OUTREACH
- ICE RECON

- 99A: LEADERSHIP ACTIVITIES
- 99D: TRAINING SUPPORT
- 99E: OTHER ADMIN/LOG SUPT
- 99B: RBS SUPPORT
- 99C: MS SUPPORT

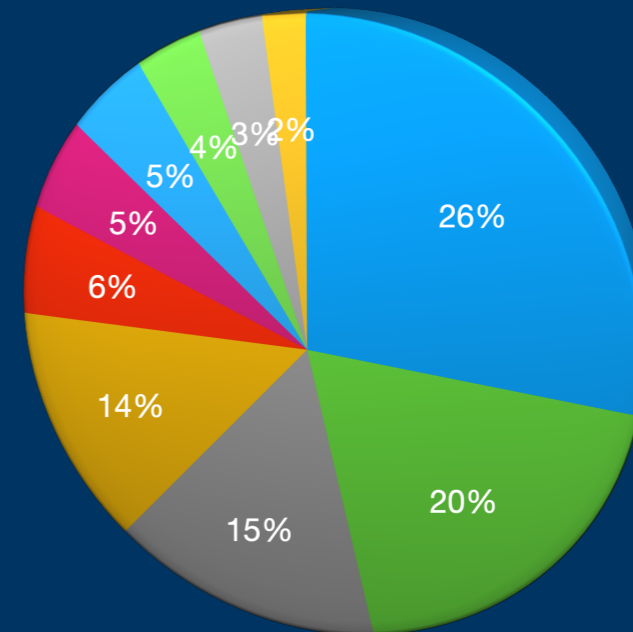
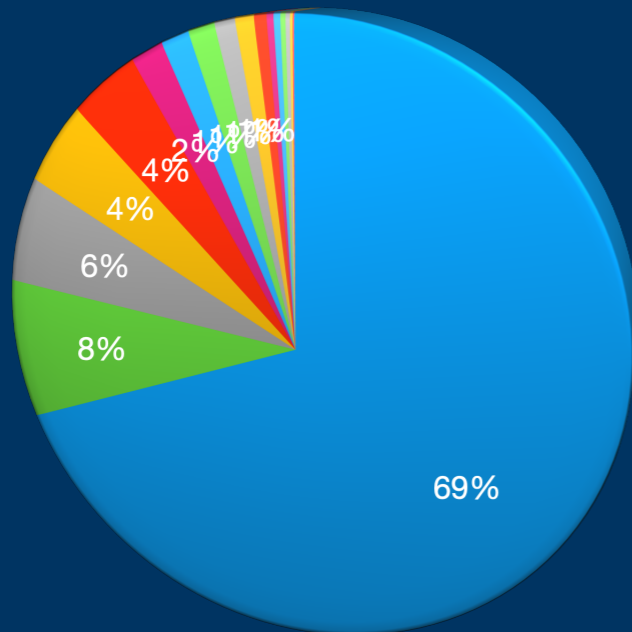
| 99 Codes | 2023 | % (99 Hurs) | % (All Hours) |
|----------------------------|----------------|-------------|---------------|
| 99A: LEADERSHIP ACTIVITIES | 80,849 | 65% | 45% |
| 99D: TRAINING SUPPORT | 21,424 | 17% | 12% |
| 99E: OTHER ADMIN/LOG SUPT | 14,585 | 12% | 8% |
| 99B: RBS SUPPORT | 6,655 | 5% | 4% |
| 99C: MS SUPPORT | 550 | 0% | 0% |
| TOTAL | 124,063 | 100% | |

- ▶ While it is no surprise the “99 time” makes up the majority of recorded hours, the amount of time invested in 99A & 99E puts our Admin related time at over 50%.
- ▶ For context, surveys of small and large businesses put admin time at 30-40%. They refer to this as shocking!
- ▶ Reducing our administrative overhead is a priority in 2024. Every hour we can save on administrative tasks, is an hour we can invest in our Members and to our Mission Set.



D11S Fact Sheet

Member Activity



Top 10 Missions after "99 hours"

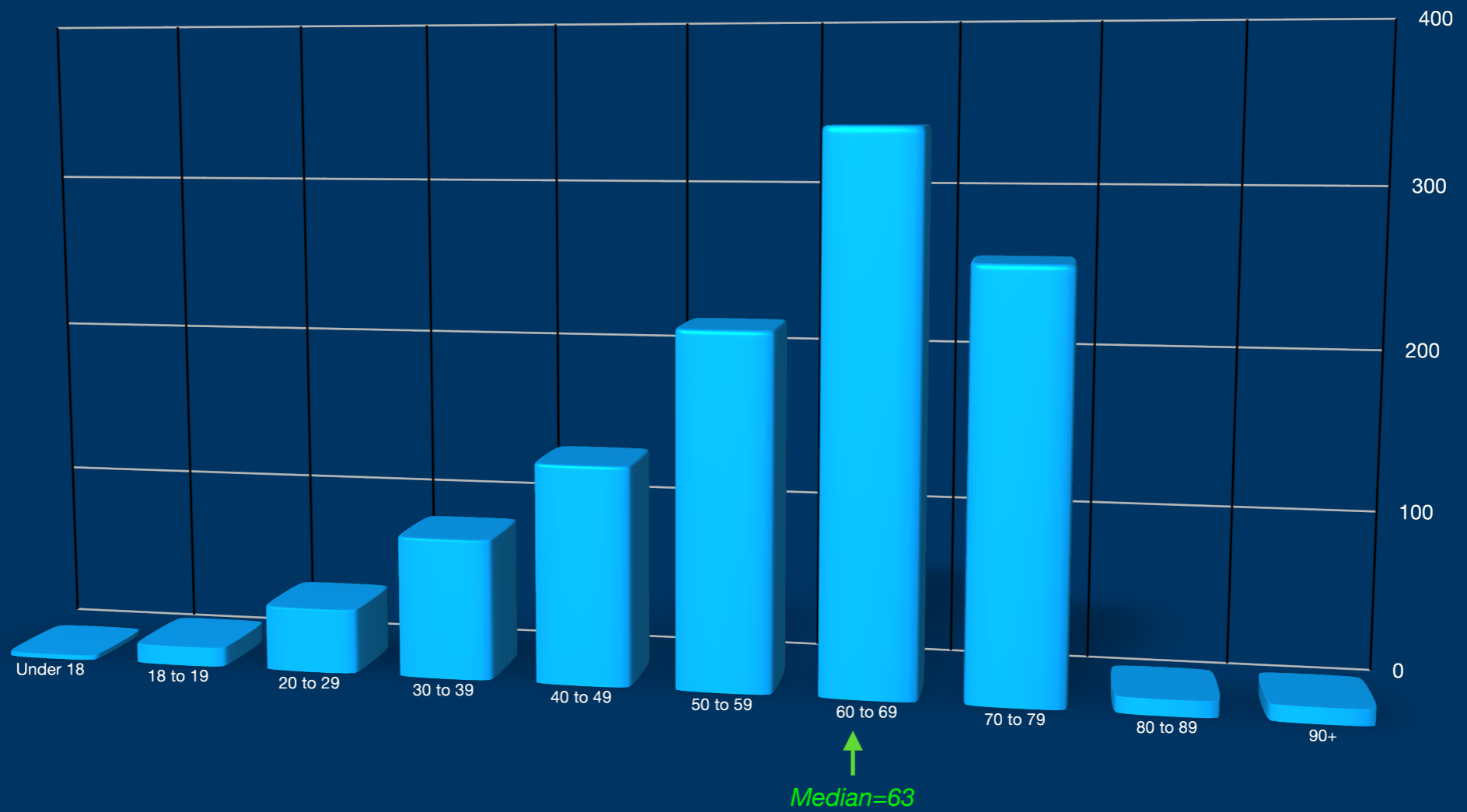
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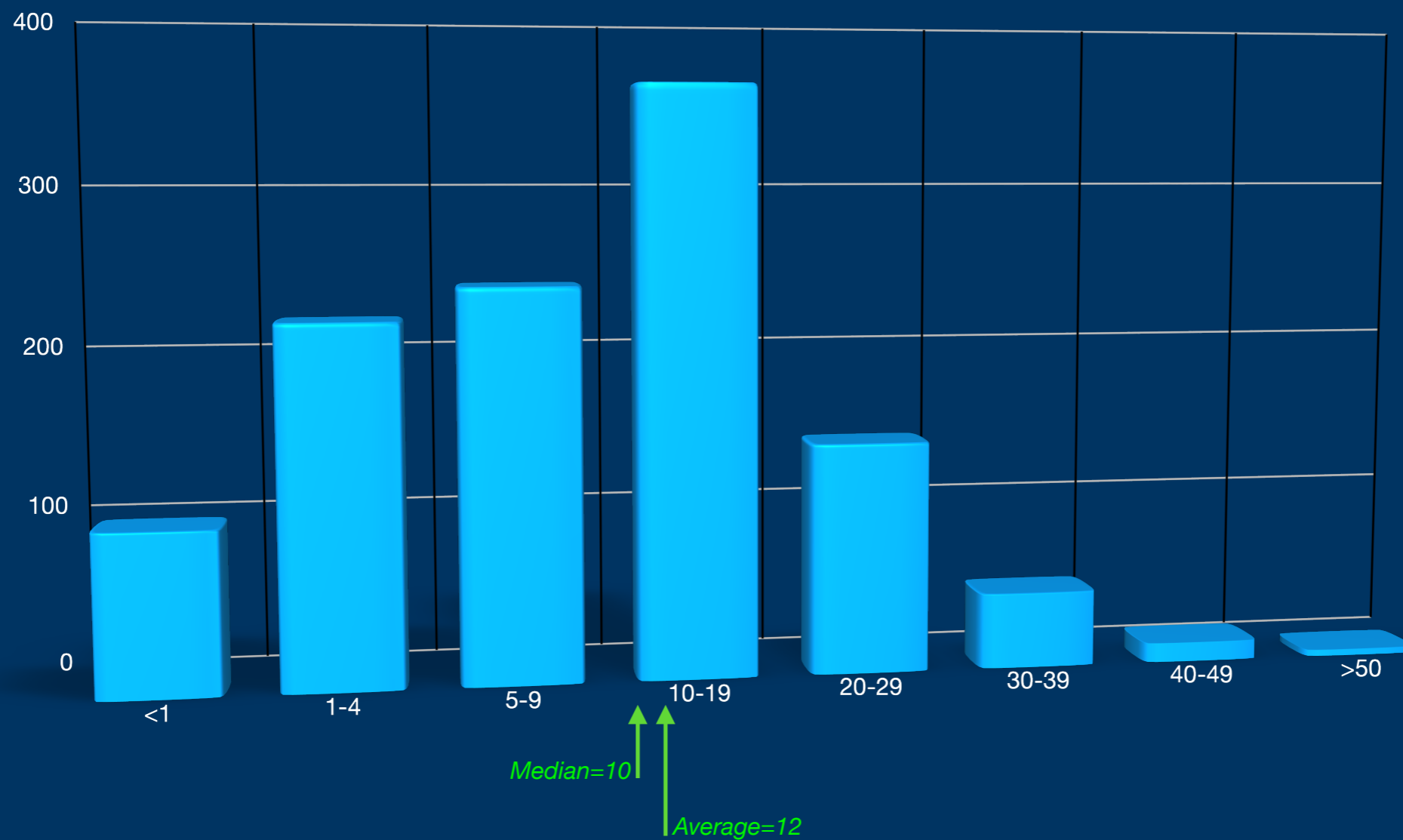
Age Distribution





D11S Fact Sheet

Years of Service Distribution





D11S Fact Sheet

Membership Gender and Ethnicity Trend

| | Female | | Male | | Nbr |
|-------------|--------|-------|------|-------|------|
| | Nbr | % | Nbr | % | |
| 2024 | 215 | 19.2% | 907 | 80.8% | 1122 |
| 2023 | 228 | 19.3% | 953 | 80.7% | 1181 |
| 2022 | 241 | 18.7% | 1051 | 81.3% | 1292 |
| 2021 | 256 | 18.8% | 1106 | 81.2% | 1362 |

This analysis is now being provide by National twice a year.

| | W/C | | B/AA | | HA | | AA/PI | | NA/AN | | Nbr |
|-------------|-----|-------|------|------|-----|------|-------|------|-------|------|------|
| | Nbr | % | Nbr | % | Nbr | % | Nbr | % | Nbr | % | |
| 2024 | 736 | 80.7% | 45 | 4.9% | 80 | 8.8% | 44 | 4.8% | 7 | 0.8% | 912 |
| 2023 | 806 | 81.5% | 34 | 3.4% | 78 | 7.9% | 62 | 6.3% | 9 | 0.9% | 989 |
| 2022 | 875 | 81.9% | 36 | 3.4% | 86 | 8.1% | 60 | 5.6% | 11 | 1.0% | 1068 |
| 2021 | 921 | 82.9% | 30 | 2.7% | 89 | 8.0% | 60 | 5.4% | 11 | 1.0% | 1111 |

| | |
|--------------|------------------------------------|
| W/C | White or Caucasian |
| B/AA | Black or African American |
| HA | Hispanic American |
| AA/PI | Asian American or Pacific Islander |
| AI/AN | American Indian or Alaskan Native |



D11S Fact Sheet

Leadership Gender and Ethnicity Trend

ELECTED DISTRICT LEADERS - JAN 2024 (DCO, DCOS, DCAPT, DCDR)

| | Female | | Male | | Nbr | | W/C | | B/AA | | HA | | AA/PI | | NA/AN | | Nbr |
|-------|--------|------|------|--------|-----|-------|-----|-------|------|------|-----|-------|-------|------|-------|------|-----|
| | Nbr | % | Nbr | % | | | Nbr | % | Nbr | % | Nbr | % | Nbr | % | Nbr | % | |
| D11SR | 0 | 0.0% | 14 | 100.0% | 14 | D11SR | 10 | 76.9% | 0 | 0.0% | 3 | 23.1% | 0 | 0.0% | 0 | 0.0% | 13 |

LEADING DISTRICT STAFFERS - JAN 2024 (ASC, DDC, DSO)

| | Female | | Male | | Nbr | | W/C | | B/AA | | HA | | AA/PI | | NA/AN | | Nbr |
|-------|--------|-------|------|-------|-----|-------|-----|-------|------|------|-----|------|-------|-------|-------|------|-----|
| | Nbr | % | Nbr | % | | | Nbr | % | Nbr | % | Nbr | % | Nbr | % | Nbr | % | |
| D11SR | 7 | 25.9% | 20 | 74.1% | 27 | D11SR | 16 | 76.2% | 0 | 0.0% | 2 | 9.5% | 3 | 14.3% | 0 | 0.0% | 21 |

FLOTILLA COMMANDERS - JAN 2024

| | Female | | Male | | Nbr | | W/C | | B/AA | | HA | | AA/PI | | NA/AN | | Nbr |
|-------|--------|------|------|-------|-----|-------|-----|-------|------|------|-----|------|-------|------|-------|------|-----|
| | Nbr | % | Nbr | % | | | Nbr | % | Nbr | % | Nbr | % | Nbr | % | Nbr | % | |
| D11SR | 4 | 9.5% | 38 | 90.5% | 42 | D11SR | 27 | 90.0% | 2 | 6.7% | 1 | 3.3% | 0 | 0.0% | 0 | 0.0% | 30 |

| | |
|--------------|------------------------------------|
| W/C | White or Caucasian |
| B/AA | Black or African American |
| HA | Hispanic American |
| AA/PI | Asian American or Pacific Islander |
| AI/AN | American Indian or Alaskan Native |



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2023 Highlights

RFF



- ▶ Implemented District's first formal RFF Program
- ▶ Prioritized and Expanded ASC/AUC cadre to develop an "RFF Front Line"
- ▶ Accumulated **17,448** augmentation related hours in 2023.
- ▶ Represents a **60% increase over 2022, making D11S #3 in the country.**
- ▶ One out of every ten hours went to RFF mission codes in 2023.

Districts Sorted by Size

| | District | Members | Pct. |
|----|--------------|---------------|---------------|
| 1 | 070 | 3862 | 19.4% |
| 2 | 014 | 2557 | 12.9% |
| 3 | 054 | 2004 | 10.1% |
| 4 | 013 | 1806 | 9.1% |
| 5 | 053 | 1380 | 6.9% |
| 6 | 081 | 1161 | 5.8% |
| 7 | 114 | 1123 | 5.6% |
| 8 | 113 | 952 | 4.8% |
| 9 | 082 | 936 | 4.7% |
| 10 | 130 | 798 | 4.0% |
| 11 | 095 | 795 | 4.0% |
| 12 | 085 | 768 | 3.9% |
| 13 | 091 | 668 | 3.4% |
| 14 | 092 | 499 | 2.5% |
| 15 | 140 | 354 | 1.8% |
| 16 | 170 | 221 | 1.1% |
| | Total | 19,884 | 100.0% |

Districts Sorted by RFF Hours

| | District | Hours | Members | Hrs/Mbr |
|--|--------------|----------------|---------------|-------------|
| | 070 | 52,512 | 3862 | 13.6 |
| | 014 | 18,305 | 2557 | 7.2 |
| | 114 | 17,448 | 1123 | 15.5 |
| | 054 | 17,068 | 2004 | 8.5 |
| | 053 | 16,053 | 1380 | 11.6 |
| | 113 | 15,040 | 952 | 15.8 |
| | 013 | 14,571 | 1806 | 8.1 |
| | 081 | 13,462 | 1161 | 11.6 |
| | 130 | 11,161 | 798 | 14.0 |
| | 091 | 9,878 | 668 | 14.8 |
| | 095 | 8,305 | 795 | 10.4 |
| | 170 | 5,903 | 221 | 26.7 |
| | 085 | 5,573 | 768 | 7.3 |
| | 082 | 4,011 | 936 | 4.3 |
| | 092 | 3,848 | 499 | 7.7 |
| | 140 | 2,753 | 354 | 7.8 |
| | Total | 215,891 | 19,884 | 10.9 |

Districts Sorted by RFF Hrs/Mbr

| | District | Hours | Members | Hrs/Mbr |
|--|--------------|----------------|---------------|-------------|
| | 170 | 5,903 | 221 | 26.7 |
| | 113 | 15,040 | 952 | 15.8 |
| | 114 | 17,448 | 1123 | 15.5 |
| | 091 | 9,878 | 668 | 14.8 |
| | 130 | 11,161 | 798 | 14.0 |
| | 070 | 52,512 | 3862 | 13.6 |
| | 053 | 16,053 | 1380 | 11.6 |
| | 081 | 13,462 | 1161 | 11.6 |
| | 095 | 8,305 | 795 | 10.4 |
| | 054 | 17,068 | 2004 | 8.5 |
| | 013 | 14,571 | 1806 | 8.1 |
| | 140 | 2,753 | 354 | 7.8 |
| | 092 | 3,848 | 499 | 7.7 |
| | 085 | 5,573 | 768 | 7.3 |
| | 014 | 18,305 | 2557 | 7.2 |
| | 082 | 4,011 | 936 | 4.3 |
| | Total | 215,891 | 19,884 | 10.9 |

2023 Highlights

RFF (Continued)

E. Division Level Results



D11S - EOY 2023

| Division | Members | Pct. |
|--------------|--------------|---------------|
| 06 | 204 | 18.2% |
| 01 | 192 | 17.1% |
| 12 | 128 | 11.4% |
| 10 | 123 | 11.0% |
| 04 | 111 | 9.9% |
| 07 | 110 | 9.8% |
| 05 | 99 | 8.8% |
| 09 | 90 | 8.0% |
| 11 | 66 | 5.9% |
| Total | 1,123 | 100.0% |

D11S - 2023 RFF Hours

| Division | Hours | Pct. |
|--------------|---------------|-------------|
| 06 | 7,098 | 41% |
| 01 | 4,715 | 27% |
| 05 | 1,855 | 11% |
| 12 | 1,226 | 7% |
| 10 | 1,066 | 6% |
| 04 | 561 | 3% |
| 07 | 469 | 3% |
| 09 | 265 | 2% |
| 11 | 55 | 0% |
| Total | 17,310 | 100% |

D11S - 2023 RFF Hrs/Mbr

| Division | Hours | Members | Hrs/Mbr |
|--------------|---------------|--------------|-------------|
| 06 | 7,098 | 204 | 34.8 |
| 01 | 4,715 | 192 | 24.6 |
| 05 | 1,855 | 99 | 18.7 |
| 12 | 1,226 | 128 | 9.6 |
| 10 | 1,066 | 123 | 8.7 |
| 04 | 561 | 111 | 5.1 |
| 07 | 469 | 110 | 4.3 |
| 09 | 265 | 90 | 2.9 |
| 11 | 55 | 66 | 0.8 |
| Total | 17,310 | 1,123 | 15.4 |

80% of the RFF hours come from Divisions co-located with the Sectors.

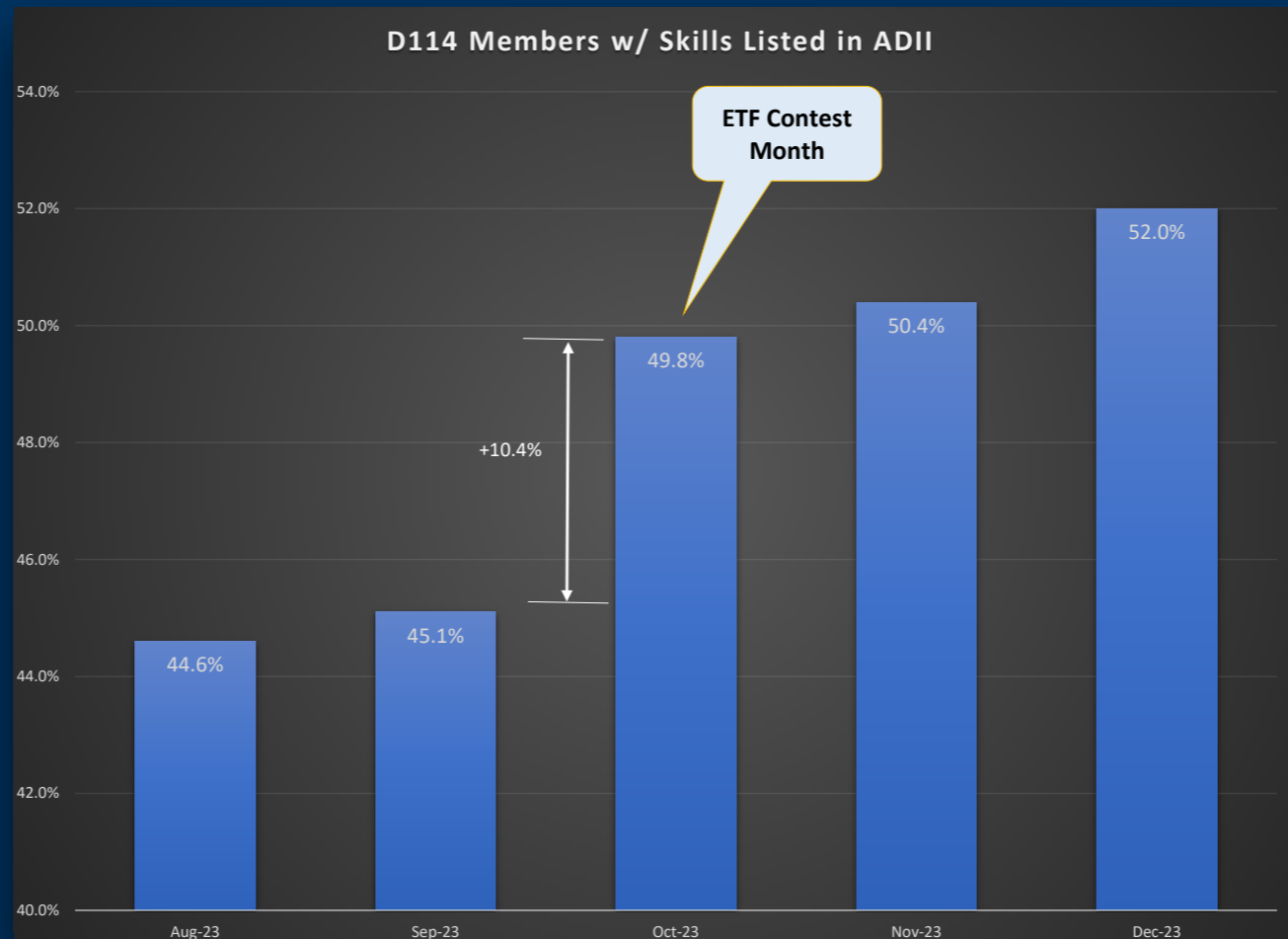
This emphasizes the need to drive out RFF opportunities that can be staffed remotely in order to better utilize our "inland Divisions."

2023 Highlights

RFF (Continued)



F. After a data conversion project to clean up the Skills Bank data, a “Skills Bank Campaign” was executed in the month of October. The result was a 10% increase in members with skills listed in ADII in just 30 days. The awareness of the campaign and the success of the RFF Program has resulted in 52% of our members with skills registered in the Skills Bank and it continues to grow.



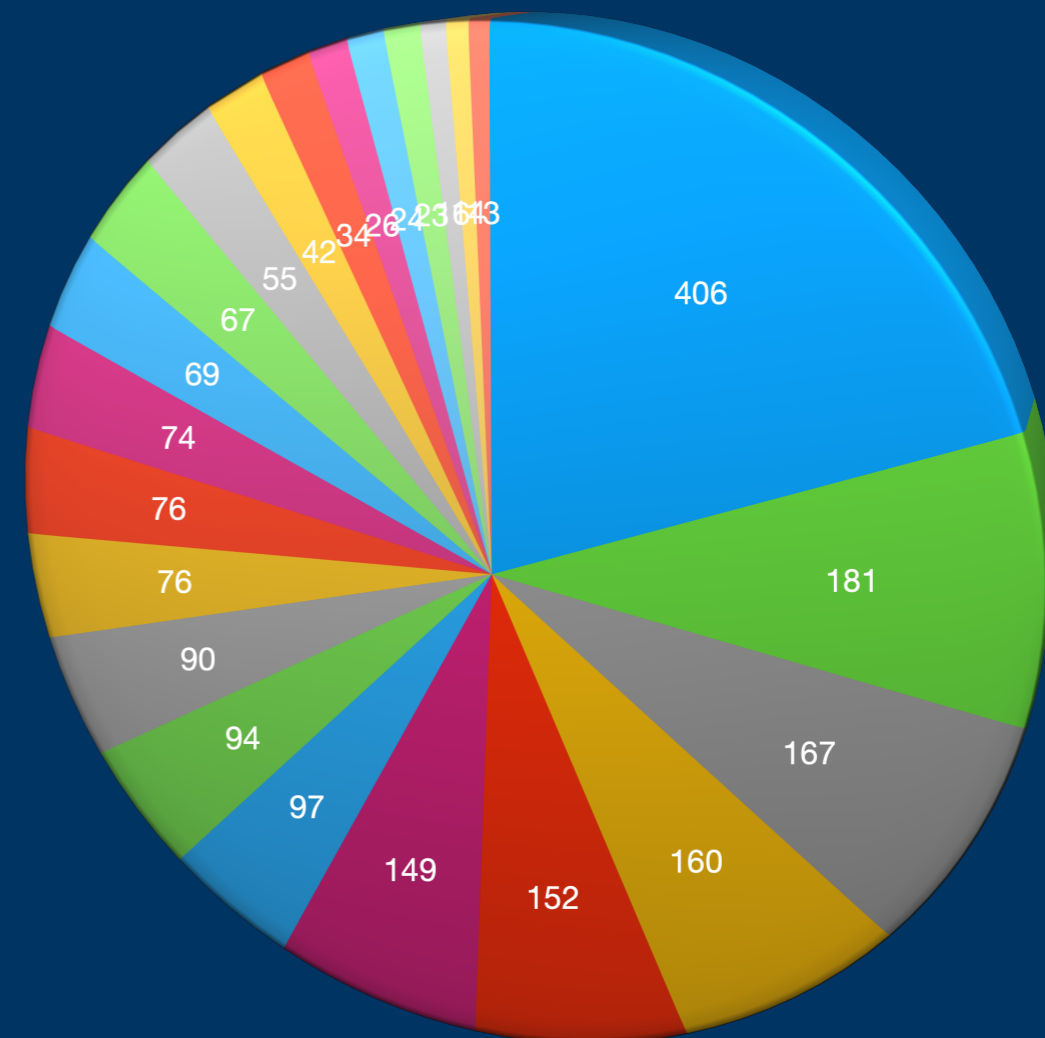
2023 Highlights

RFF (Continued)



G. There are over 2,100 records in the Skills Bank today, and growing. Understanding the Auxiliary's "Civilian Resumes" and the diversity of skills will allow us to increase our response time to augmentation requests and identify skill gaps that will drive our District Training & Targeted Recruiting Plans.

- Management Occupations
- Arts, Design, Entertainment, Sports, and Media Occupations
- Business and Financial Operations Occupations
- Computer and Mathematical Occupations
- Office and Administrative Support Occupations
- Protective Service Occupations
- Transportation and Material Moving Occupations
- Educational Instruction and Library Occupations
- Installation, Maintenance, and Repair Occupations
- Architecture and Engineering Occupations
- Life, Physical, and Social Science Occupations
- Military Specific Occupations
- Sales and Related Occupations
- Healthcare Practitioners and Technical Occupations
- Construction and Extraction Occupations
- Food Preparation and Serving Related Occupations
- Production Occupations
- Legal Occupations
- Farming, Fishing, and Forestry Occupations
- Community and Social Service Occupations
- Personal Care and Service Occupations
- Healthcare Support Occupations
- Building and Grounds Cleaning and Maintenance Occupations



2023 Highlights



RBS

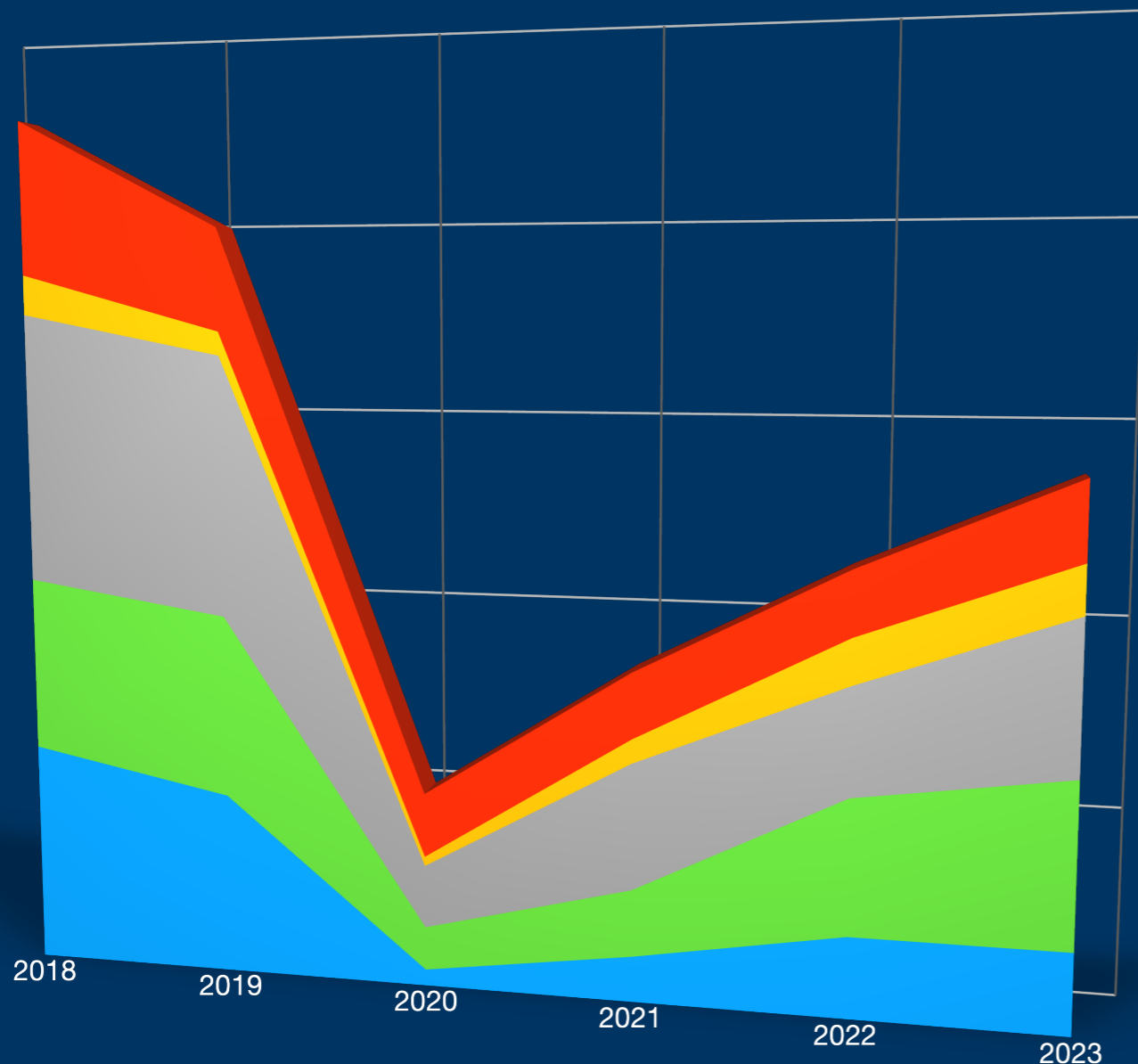
- **Vessel Safety Checks** 41% increase over 2022
- **RBS Visits** 21% increase over 2022
- **Member Training Hours** 20% increase over 2022
- **Public Education Graduates** 6% increase over 2022
- **Surface Operations Mission Hours** Slight increase over 2022
- **Public Affairs**
 - ▶ **Over 50 Events**
 - ▶ **Over 30 Auxiliary Band Performances**
 - ▶ **Visibility to over 150,000 people**
 - ▶ **Joint Active Duty/Auxiliary representation at all our major annual events:**
 - ▶ Armed Forces Day, Torrance
 - ▶ Fleet Week, San Pedro
 - ▶ Independence Day, Huntington Beach Parade
 - ▶ Pacific Air Show, Huntington Beach
 - ▶ Pt. Mugu Air Show, Pt. Mugu
 - ▶ Miramar Air Show, San Diego
 - ▶ **Point Vicente Lighthouse (Year-Round)**
 - ▶ 14 Open Houses & over 6,000 Guests
 - ▶ Lighthouse Docent (Flotilla 05-09)
 - ▶ Curate & Maintain Display Center, Office and Shed
 - ▶ Pre & Post Storm rounds of the Point Vicente, reporting to Base LA/LB and ANT LA/LB
 - ▶ Support AIRSTA SF FOB Pt Mugu weekly Cliff Rescue Training
 - ▶ Partner with RPV for annual “Whale of a Day” celebration



2023 Highlights



RBS (Multiyear View)



- ▶ Note the graph treats all Program units of measure (hrs, graduates, VE checks) the same.
- ▶ Even so, the graph demonstrates the impact the pandemic (2020-2022) had on our RBS results.
- ▶ Although we are not back to pre-pandemic levels, the District is trending nicely.

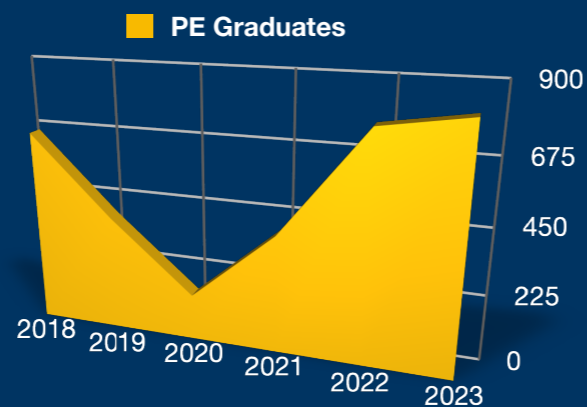
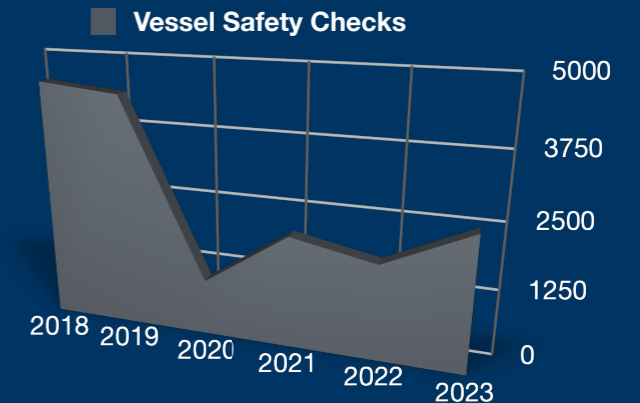
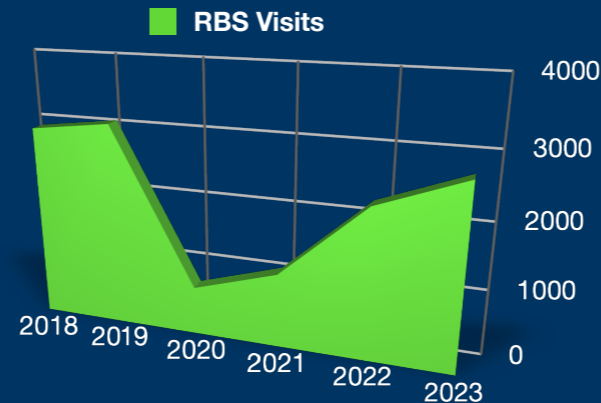
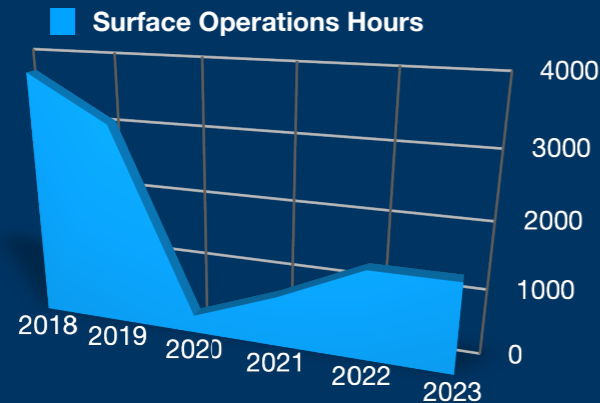
2023 Highlights



RBS (Multiyear View)

| Program | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|--------------------------|------|------|------|------|------|------|
| Surface Operations Hours | 3765 | 3086 | 278 | 769 | 1366 | 1370 |
| RBS Visits | 2945 | 3099 | 738 | 1126 | 2275 | 2760 |
| Vessel Safety Checks | 4545 | 4401 | 1062 | 2121 | 1811 | 2558 |
| PE Graduates | 669 | 397 | 158 | 403 | 770 | 815 |
| Member Training Hours | 2573 | 1717 | 1078 | 1104 | 1092 | 1309 |

- ▶ Individual views, using their respective units of measure, reveals all Programs in rebound
- ▶ RBS Visits and PE Graduates are leading the way both trend significantly upward with the latter already surpassing pre-pandemic levels.



2023 Highlights



Leadership

D11S first “Future Leaders Academy”

- Funded by District and taught in person by experienced Leadership Development Center instructors at 2023 DTRAIN.
- All 11 FLA graduates are currently in leadership positions (8 elected & 3 appointed)
- 18 students are confirmed for 2024 DTRAIN

D11S first “Operations Committee”

- EXCOM plus DDCs and ASCs
- The D11S OPCOM meets monthly to maintain a pulse on the District, advise on course corrections, and Member messaging.
- Provides for RFF & RBS Program visibility and collaboration among Units and Programs
- Opportunity to establish a unified District leadership team (common language, common messaging, stronger personal relationships)

D11S first “Emergency Operations Center” (EOC)

- In preparation for Hurricane/Tropical Storm Hilary, a virtual EOC was stood up and maintained throughout the weather event.
- Daily SITREPS were provided to the D11 Area Command and the Auxiliary Q-Directorate using all relevant ICS protocols.
- In addition to Welfare Checks and All Member Communications, a virtual Member Briefing Room was established so that individual members had someplace to go for information or assistance if needed.

2023 Highlights



Finance

D11S first “Investment Committee”

- Designed gating process and disciplines
- Announced InvCom at June Board Meeting
- Considered 7 formal proposals in Q3 & Q4
- Board approved 6 investments totaling \$22,000

Developed District Guidance:

- Unit Reserves Guideline
- Unit Cash Management Guideline
- Unit Standardized Chart of Accounts
- Member Dues Analysis

Forces

Recruiting

- 119 New Members ==> 45% increase over 2022
- Dedicated resource and process redesign around the Automated Application Management System (AAMS)

Retention

- Developed “Sinbad,” an AI ChatBot to assist members with completing nominations for Coast Guard Auxiliary Awards.
- As a result, D11S saw a 300% increase in nominations over 2022.

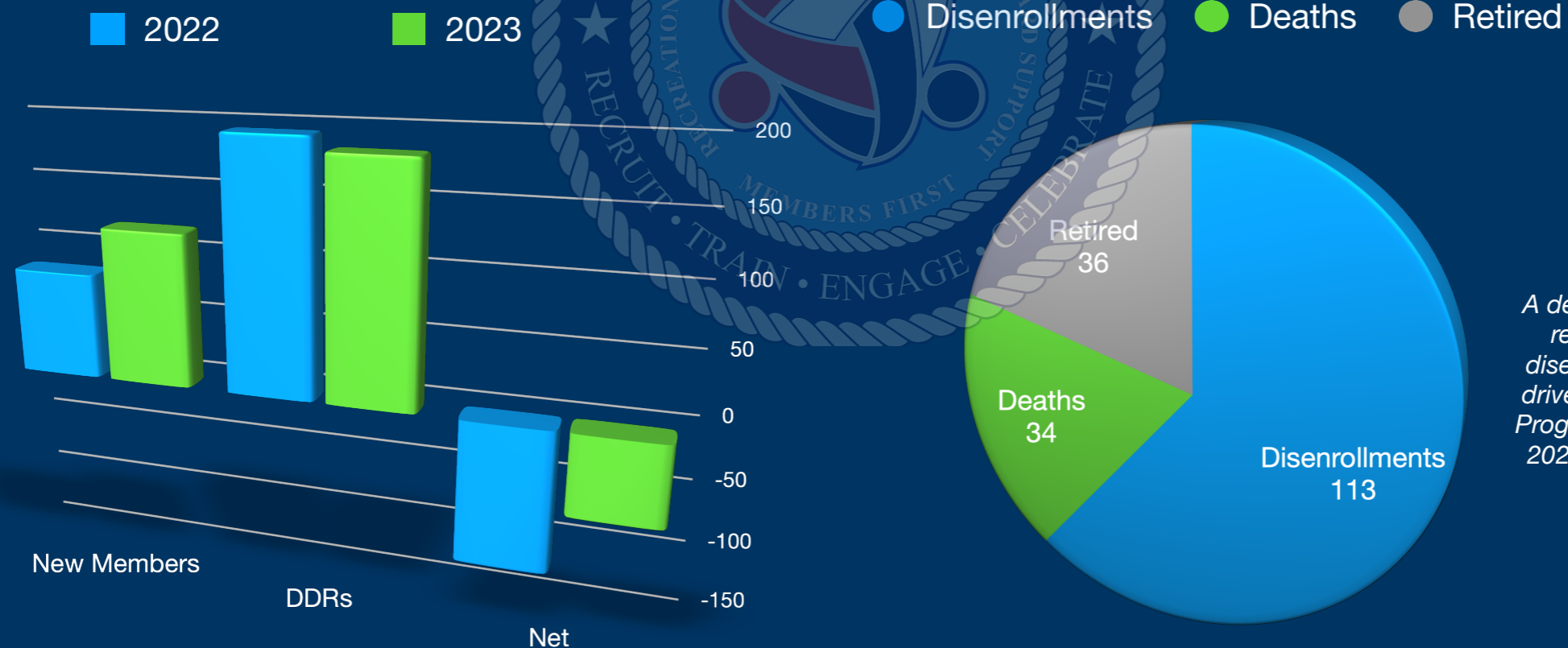
2023 Highlights

Forces (Continued)



Retention

- D11S was net positive when comparing New Members (119) to Disenrollments (113).
- However, with the addition of 70 Deaths and Retirements, we experienced a total net reduction of 5% (64).
- All in, this is still an improvement over 2022, where we had a total net reduction of 9% (112).
- Bottom Line: we set out to both increase our new members and decrease our DDRs over last year. We've done both.
- Reversing a decades long trend of annual decline will take time, but we are seeing tangible results from our focused efforts in both recruiting and retention.



A deep dive on the reason for our disenrollments will drive our Retention Program priorities in 2024 and beyond.

2023 Highlights

Forces (Continued)



FLOTILLA LEVEL DETAIL

| Unit # | Unit Name | ALL | YTD NEW | YTD DDR | NET | |
|-----------|------------------------------------|-----|---------|---------|-------|------------|
| | | | | | Count | Percentage |
| 114-01-01 | SAN DIEGO HARBOR | 76 | 9 | 13 | (4) | (5%) |
| 114-01-04 | SAN DIEGO | 28 | 0 | 1 | (1) | (3%) |
| 114-01-04 | LOWER COLORADO RIVER DET | 3 | 0 | 0 | 0 | 0% |
| 114-01-05 | MISSION BAY | 25 | 4 | 4 | 0 | 0% |
| 114-01-06 | OCEANSIDE HARBOR | 34 | 5 | 10 | (5) | (13%) |
| 114-01-09 | CORONADO | 13 | 1 | 1 | 0 | 0% |
| 114-01-10 | SAN DIEGO NORTH COUNTY | 13 | 1 | 2 | (1) | (7%) |
| 114-01 | FIRST DIVISION | 192 | 20 | 31 | (11) | (5%) |
| 114-04-01 | NORTHRIDGE | 17 | 0 | 2 | (2) | (11%) |
| 114-04-03 | SANTA CLARITA VALLEY | 24 | 1 | 0 | 1 | 4% |
| 114-04-05 | BURBANK FLOTILLA | 22 | 1 | 1 | 0 | 0% |
| 114-04-06 | MID SAN FERNANDO | 17 | 1 | 2 | (1) | (6%) |
| 114-04-09 | WEST VALLEY | 31 | 0 | 1 | (1) | (3%) |
| 114-04 | FOURTH DIVISION LA NORTHERN VALLEY | 111 | 3 | 6 | (3) | (3%) |
| 114-05-05 | HUNTINGTON BEACH | 14 | 0 | 1 | (1) | (7%) |
| 114-05-09 | SAN PEDRO-PORT OF LOS ANGELES | 49 | 3 | 5 | (2) | (4%) |
| 114-05-10 | LA/LB MARINERS | 12 | 0 | 0 | 0 | 0% |
| 114-05-12 | SHORELINE MARINA | 24 | 1 | 6 | (5) | (17%) |
| 114-05 | FIFTH DIVISION | 99 | 4 | 13 | (9) | (8%) |
| 114-06-01 | NEWPORT HARBOR | 29 | 2 | 2 | 0 | 0% |
| 114-06-02 | HUNTINGTON HARBOUR | 44 | 0 | 5 | (5) | (10%) |
| 114-06-03 | ORANGE COAST | 30 | 1 | 0 | 1 | 3% |
| 114-06-06 | NORTH ORANGE COUNTY | 31 | 2 | 3 | (1) | (3%) |
| 114-06-08 | DANA POINT | 54 | 2 | 11 | (9) | (14%) |
| 114-06-10 | SEAL BEACH | 16 | 4 | 0 | 4 | 33% |
| 114-06 | SIXTH DIVISION | 204 | 11 | 22 | (11) | (5%) |
| 114-07-02 | CHANNEL ISLANDS HARBOR | 36 | 2 | 3 | (1) | (3%) |
| 114-07-02 | SANTA BARBARA DET | 4 | 0 | 0 | 0 | 0% |
| 114-07-03 | THE ISLANDS | 22 | 5 | 1 | 4 | 22% |
| 114-07-07 | CHANNEL ISLANDS RADIO | 23 | 5 | 3 | 2 | 10% |
| 114-07-61 | MORRO BAY | 25 | 2 | 3 | (1) | (4%) |
| 114-07 | SEVENTH DIVISION | 110 | 14 | 10 | 4 | 4% |

| Unit # | Unit Name | ALL | YTD NEW | YTD DDR | NET | |
|-----------|-----------------------------------|------|---------|---------|-------|------------|
| | | | | | Count | Percentage |
| 114-09-02 | LAKE HAVASU CITY | 14 | 3 | 6 | (3) | (18%) |
| 114-09-05 | METRO LAS VEGAS | 20 | 2 | 5 | (3) | (13%) |
| 114-09-06 | CENTRAL LAS VEGAS | 49 | 6 | 9 | (3) | (6%) |
| 114-09-06 | BULLHEAD CITY LAUGHLIN DETACHMENT | 7 | 2 | 6 | (4) | (36%) |
| 114-09 | NINTH DIVISION | 90 | 13 | 26 | (13) | (13%) |
| 114-10-01 | TUCSON | 23 | 6 | 1 | 5 | 28% |
| 114-10-02 | PAGE LAKE POWELL | 10 | 0 | 3 | (3) | (23%) |
| 114-10-03 | ARIZONA BAND | 24 | 5 | 4 | 1 | 4% |
| 114-10-07 | METRO PHOENIX | 30 | 4 | 6 | (2) | (6%) |
| 114-10-08 | SAND SAILORS | 18 | 1 | 3 | (2) | (10%) |
| 114-10-11 | DESERT LAKES | 18 | 0 | 3 | (3) | (14%) |
| 114-10 | TENTH DIVISION | 123 | 16 | 20 | (4) | (3%) |
| 114-11-02 | ONTARIO | 25 | 10 | 1 | 9 | 56% |
| 114-11-07 | CHINO HILLS | 19 | 1 | 3 | (2) | (10%) |
| 114-11-11 | INLAND EMPIRE | 22 | 3 | 11 | (8) | (27%) |
| 114-11 | ELEVENTH DIVISION | 66 | 14 | 15 | (1) | (1%) |
| 114-12-04 | LOS ANGELES | 32 | 7 | 10 | (3) | (9%) |
| 114-12-05 | BEACH CITIES | 20 | 1 | 7 | (6) | (23%) |
| 114-12-07 | MARINA DEL REY | 36 | 1 | 9 | (8) | (18%) |
| 114-12-42 | SANTA MONICA BAY | 21 | 2 | 0 | 2 | 11% |
| 114-12-76 | LOS ANGELES BAND | 19 | 0 | 1 | (1) | (5%) |
| 114-12 | TWELFTH DIVISION | 128 | 11 | 27 | (16) | (11%) |
| 114 | ELEVEN SOUTH | 1123 | 106 | 170 | (64) | (5%) |



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2024 Priorities



RFF

- Expand AUC cadre from 25 to 30
- Prioritize Sector San Diego program start-up
- Pursue opportunities that can be staffed remotely to better utilize our inland workforce
- Double our Culinary Assistance cadre from 17 to 34. (2022 started with 2 CAs)
- New Watchstander and Interpreter Lead Roles reporting to DDC-Response
- Leverage Skills Bank to increase our response time and identify skills gaps

RBS

- Increase our presence on our inland lakes
- Monthly Public Reports on activity against goals
- Develop “Certification Road Maps”
- Develop MT Compendium

Leadership

- Future Leaders Academy at 2024 DTRAIN
- Conduct Servant Leadership Workshops
- Establish online Leadership Knowledge Exchange
- Develop a Districtwide New Leaders Academy (NLA) to replace current FELA, DELA, and Staff Officer training
- Conduct District sponsored AUXLAMs & AMLOC Classes

2024 Priorities



Forces

Recruiting

- Develop AI ChatBot to assist with onboarding new members
- Develop and implement all new D11S.org 2.0
- Develop a targeted recruiting strategy based on D11S RFF & RBS needs
- Identify discrete recruiting channels consistent with our target strategy
- Develop “Hands On, Right Now” (HORN) Opportunities

Retention

- Implement Mentoring/Coaching Training - “District Certifications”
- Establish Program “Centers of Excellence”
- Socialize “Member Benefits Package”
- DDR Analysis

Administrative Excellence

District Procedures Guide

- Memorialize District Guidelines and Committee Best Practices
- Define District Programs (RFF, InvCom, FLA, etc.)

District IT Group

- Develop and maintain the District website, Social Media and Unit & Program Leadership Services
- Application support for RFF, RBS Programs, Recruiting, and Retention



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Under Different Cover



Thank you

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