




5728
28 Feb 2018

MEMORANDUM

From: 
D.P. Montoro, CDR
Deputy, CG Sector San Diego

Reply to: PAO
Attn of: LT Chris Schleck
(619) 278-7020

To: COMDT (CG-09225)

Subj: 2017 CDR JIM SIMPSON AWARD

Ref: (a) COMDT COGARD Washington DC/221456Z Dec17/ALCOAST 363-17, CG-092
COMDTNOTE 5700

1. I am proud to take the opportunity provided by reference (a) to submit enclosure (1) in consideration for the 2017 CDR Jim Simpson Award in Group B OAPA-SEC. All work submitted for this award was completed within calendar year 2017.

2. The Public Affairs program at Sector San Diego is led by one Coast Guard aviator as a collateral duty assignment and assisted by two D11 PADET representatives. All successes from our program stem from the direct engagement of every active duty, reserve and auxiliary member stationed onboard Sector San Diego. This past year the public affairs staff fully capitalized on telling the Coast Guard's story by using the diverse operational backgrounds and knowledge from all personnel across the entire Sector in both local and international media.

3. The Sector San Diego Public Affairs program continues with a straightforward mission - Seek every opportunity to tell the Coast Guard's story through proactive interaction with the media, community, governmental organizations, foreign diplomats, and one-on-one public communications. Sector San Diego has been presented with the unique challenge of an extremely competitive media market, spanning the nation's eighth largest city where "military" news is heavily influenced by the U.S. Navy and Marine Corps. Despite having just 400 active duty men and women in an area where more than 100,000 Navy/Marine Corps personnel are assigned, our Public Affairs staff has succeeded in putting the Coast Guard's history, missions, and community involvement at the forefront of public recognition. The Public Affairs program success was reinforced by the city of San Diego's designation as a Coast Guard City in 2017.

4. Media Relations/Social Media: Sector San Diego remains the "face" of the Coast Guard in San Diego in both broadcast and print media. In 2017, the Sector staff generated 30 press releases and facilitated over 3 hours of national and international television news coverage of Coast Guard related stories. Sector was featured on all local television news stations, Univision, and in the San Diego Union Tribune. Sector Public Affairs information reached local, national and international news headlines through TV, social and print media. Most notable were: The rescues of 17 Santa Barbara mudslide victims generating viewership of over 1.5 million nationally and internationally and local contribution of personnel and assets to the hurricanes Harvey, Irma, and Maria response efforts. Sector maintains an exemplary Facebook page to foster internal and external

communication through safety messages, Command recognition, Coast Guard member highlights and keeping the public informed to the maximum extent possible. In 2017, each post made to the page received an average of 6,000 views. The page also increased its followership by over 25% over previous years.

5. Community Relations: In 2017, Sector's community relations program reached over 1 million people with involvement in events nearly every week of the year. Representatives of Sector San Diego provided 60+ presentations to tour groups totaling 1,000+ people, and acted as feature guests for 10+ public speaking engagements educating public and civic agencies on the Coast Guard's roles and missions. Sector Public Affairs continued outstanding relationships with the San Diego Padres, San Diego Gulls and San Diego State University in profiling the Coast Guard during pregame and halftime ceremonies to crowds of over 40,000 people. Sector San Diego's own MK2 Mike Dalager was even invited to sign the National Anthem at the opening game of the 2017 World Series in a broadcast that reached nearly 10 million viewers. The staff facilitated involvement in numerous community volunteer events, from "Surf with a Cop" to "Project LEAD", and with the Sector's active Partnership In Education program. Sector's surface and aviation assets were displayed in air shows, SAR demos, 15+ flyovers, and 60+ static displays.

6. Internal Communication: Sector's staff capitalized on initiatives to spread information and foster morale. In addition to detailed plans of the week, the Sector PA staff helped organize 15+ all-hands gatherings, constructed a unit "Officer Profile Book" and made a CY2017 unit fact sheet ensuring that all Sector members would always have keen situational awareness of our operations.

7. Communications Planning: Tremendous coordination for unified messaging across the entire Sector was required during 60+ distinguished visitor groups totaling over 400 distinguished visitors, including 40+ military flag officers or civilian equivalent SES officials. SSD public affairs team made use of a Strategic Communications Plan developed by SSD leadership that specifically outlined the messages of premier importance for communicating to the public. In order to facilitate a unified coalition in confronting transnational crime, Sector hosts the weekly briefs for the San Diego Regional Coordinating Mechanism (ReCoM). The ReCoM brings together representatives from the Coast Guard, Customs and Border Protection, State Parks, Lifeguard Service, US Navy, and California National Guard, among other agencies. The ReCoM in San Diego has garnered national attention and the ReCoM public affairs working groups vets all photo, video, and press releases related to joint efforts prior to release to ensure consistent messaging and shared recognition among interagency partners.

8. Reputation Management: Through strategic imagery and messaging, SSD's public affairs team drove initiatives such as a new Coast Guard Exhibit at the San Diego Veteran's Museum. In addition to the local community, Sector San Diego presented the Coast Guard's capabilities and missions to civic and military leaders from around the world, including visits by delegations from Germany, Egypt, Mexico, and 10+ western hemisphere nations.

9. Please direct questions to LT Christopher Schleck, Public Affairs Officer, at 619-278-7020.

#

Enclosure: (1) Award Package, 2017 CDR Jim Simpson Award

USCG SECTOR SAN DIEGO

Sector San Diego Public Affairs



With over 400 personnel on board, Sector San Diego is one of the few Sectors with an attached Air Station component and is responsible for conducting 10 out of 11 Coast Guard missions in the San Diego area.

US Coast Guard Sector San Diego (SSD) Public Affairs consists of one collateral duty aviator, PADET San Diego (with two members), and all members of SSD.

EVERY member of the unit is a **Public Affairs representative** which is a constant approach for our unit. Whether it is Active Duty, Reserve, Auxiliary, Enlisted or Officer, all members can have an impact on Public Affairs and frequently do here in San Diego. The mission of the SSD Public Affairs Department is to provide our public with prompt and professional products/information while still maintaining mission effectiveness. In addition, a proactive approach to public affairs has been central to the department's strategy whereby frequent communication with local partner agencies, local media and constant training of our own members has led to our Public Affairs success.

Sector San Diego "Semper Paratus"



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At a Glance

- 424 Active Duty & Reserve Personnel
- 600 Auxiliary Personnel
- Three MH-60T Medium Response & Recovery Helicopters
- Three 87' WPBs and one 110' WPB
- AOR includes nearly 166,000 square miles with an extensive inland AOR, equivalent to the size of the entire state of California

EVERY member of our unit is a Public Affairs representative...

Sector San Diego made every effort to ensure all Sector departments, divisions, and personnel were actively engaged in Public Affairs.



Sector Commander

Deputy Sector Commander



Command Master Chief

**Coordinated visits to local VA Hospitals. **Led efforts for approval of first ever Coast Guard Enlisted Association San Diego Chapter. **Assisted with coordination of CG Day at SD Padres. **Coordinated with local families for a 4th of July BBQ and morale day onboard SSD, best view in town for the fireworks!

Sector Command Center

**Provided Joint Harbor Operations Center tour and presentation to 60+ distinguished visitor groups of over 350 people, **Provided multiple interviews for media agencies and speaking engagements telling the story of SSD for operations in the AOR. **Most active partner with SSD PA staff*

Chief Petty Officers

**Coordinated 7th Annual CG Golf tournament, **Participated in Toys for Tots toy drive + canned food drive in San Diego area, **Partnered with YMCA to assist junior enlisted members with flying home for the holidays, **Partnered with Navy League to recognize one CG spouse for their volunteer services with a variety of issues common to military families.

Auxiliary Sector Coordinator

**Organized and participated in SSD footprint at largest air show in CA, **Photographed Coast Guard community events such as Bullhead City Regatta, local parades and distinguished visitor events, **Supported SSD tours, JROTC visits, scouting events, Sector Open House, Distinguished Visitors at the Point Loma Light House, and family morale events.

Intelligence Staff

** Provided intelligence briefs for VIP visits, **Coordinated and executed all Partnership In Education events. Partnered with local schools and volunteered a combined total of up to 200+ mentoring/tutoring hours.

Planning Department

**Oversaw planning and execution of San Diego ReCoM providing law enforcement coordination and Public Affairs MOA's between 20 federal, state, and local agencies,

Logistics Department

Response Department

Prevention Department

Admin/Personnel Division

**Staffed and oversaw a 6 member color guard that marched in community events ranging from football games, baseball games, funerals, changes of command retirements and parades reaching as many as 200,000+ people. **Distributed Plan of the Week informing Sector personnel of important events, **Lead volunteer for Meals on Wheels providing thousands of meals to local seniors in need.

Incident Management Division

Provided 200+ foot patrols educating public on boating safety reaching 11,000 recreational vessels in San Diego. **Participated in operation clean sweep cleaning up San Diego Harbor and adjoining shorelinesProvided project officers for 15 DV plans.

Inspections Division

**Complex advising for press releases & live interviews for illegal charter outreach. **Project officers for 6 DV plans. **Members participated in multiple interviews with local media discussing public safety in regards to cases in San Diego.

Finance/Supply Division

**Members volunteered for multiple media and community relations events such as the Sector Open House and CG Day at SDSU Home Football Game. **First line of coordination for all DV visits to San Diego. **Active in Monarch charity school in the Partners in Education program.

Enforcement Division

**Sector Boarding Team provided demonstrations for tour groups, **Scheduling officer coordinated media ride-alongs and static displays for media and DV requests.

Waterways Management Division

Sector responded to 189 pollution cases, recovering 1400 gallons of oil, and led the region's National Preparedness and Response Exercise Program. Additionally, nine Civil Penalty cases against maritime operators totaling \$46K in fines, and led a \$1 million clean-up effort to remove 3500 gallon oil spill from San Diego

Engineering/Support Division

**Supported static displays of the MH-60T for community and DV tours, **Provided 4 project officers for DV plans. **Provided members to march in the MLK Parade, **Rescue Swimmer provided survival training for Arizona Air National Guard teaching survival and how to be visible to CG SAR assets. **Highly visible participation in July 4th SAR demonstration in front of thousands of San Diegans.

Patrol Boats

**Supported tours and 60+ DV visits with static displays, **Conducted media ride alongs, **Conducted multiple DV ride alongs, **Featured in local and national coverage of drug recovery cases.

Investigations Division

**Represented + facilitated USCG SSD in second Annual Camp Pendleton Surf Contest. **Planned and assisted in interviews with local media involving high visibility safety campaign.



Station San Diego

**Supported 60+ static displays of 33' and 45' response boats, **Conducted media and DV ride alongs, **Featured in local and national coverage of drug recovery & SAR cases.

Aviation Division

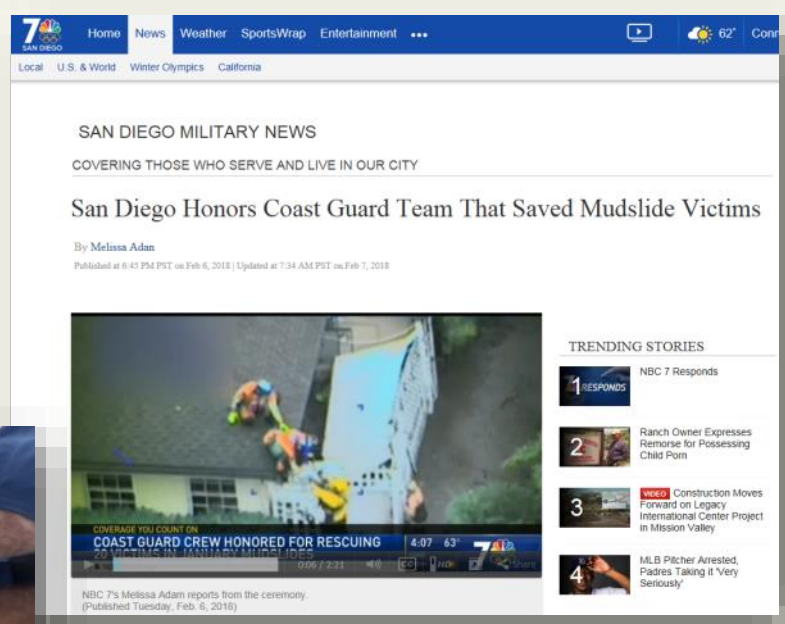
**Provided 19 familiarization flights for DVs. **Provided project officers for 23 DV plans.



MEDIA RELATIONS



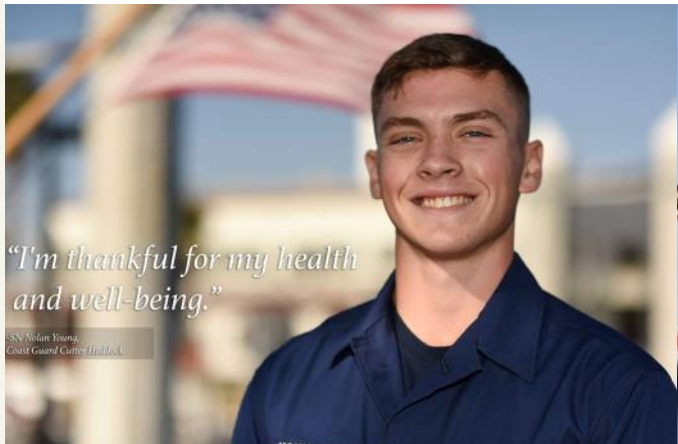
Sector San Diego planned and executed a public affairs plan which including scheduled visits to local media outlets. The public affairs team demonstrated that its priority is to be a familiar face to local media before a newsworthy event



SOCIAL MEDIA



In 2017 our average post reached nearly 6,000 persons from a local, national and international viewership. Our total viewership increased by approximately 25% jumping from 4,300 to 5,700 followers.



"I'm thankful for my health and well-being."

SN Nolan Young,
Coast Guard Cutter (T-EPF)



"I'm thankful for my wife's constant support in my career serving in the Coast Guard"

HSE Austin Williams
Sector San Diego Medical Clinic



"I'm thankful for the men and women of the Coast Guard who keep San Diego safe."

Sandi, store manager
Coast Guard Exchange



"I'm thankful to be stationed in Americas Finest City, San Diego."

LTJG Tim Nicolet,
Public Affairs Officer and MIE-601 Pilot

FACEBOOK HIGHLIGHTS

Highlights from this year include “check ins” from the command, personnel spotlights highlighting member thankfulness during the holiday season! U.S. Coast Guard Sector San Diego’s page was also officially confirmed by Facebook as one of the few Coast Guard pages officially certified as an authentic CG site !



U.S. Coast Guard Sector San Diego
@USCoastGuardSectorSanDiego



OFFICIAL FACEBOOK PAGE

U.S. Coast Guard San Diego
May 22, 2017 at 3:00pm · 🌐
It's National Safe Boating Week! We want everyone to have a safe and fun time out there, so here's a few tips.

U.S. Coast Guard San Diego
Jul 29, 2017 at 12:00pm · 🌐
Come celebrate Coast Guard Day with us! Please see our event page for more details!

Mind All Aids To Navigation
Feb 8 at 1:45pm · 🌐
Yesterday, **Coast Guard Commandant Admiral Paul Zukunft** visited with Sector San Diego. He took time out of his busy schedule to meet with the unit and to recognize some of our area's high-performing servicemembers!



U.S. Coast Guard San Diego
Aug 1, 2017 at 12:00pm · 🌐
#ICYMI You can still listen to **Homefront Media's** broadcast with LT Schleck and LTJG Derby on Soundcloud!

53
Like
10,240 people saw this p



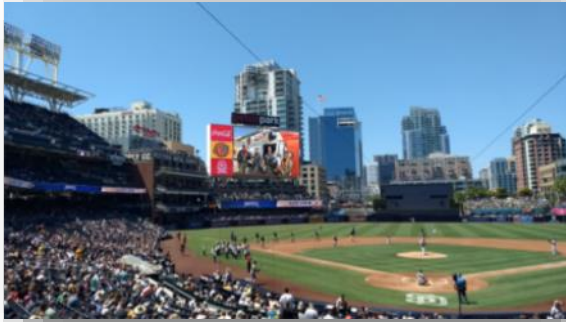
U.S. Coast Guard San Diego
Jun 5, 2017 at 2:34pm · 🌐
#ICYMI Here's a clip of Sector San Diego's own **Capt. Buzzella** on **Good Morning San Diego** giving an in-depth look at what we do here in San Diego on a daily basis!



Sector San Diego’s public affairs staff maintained an engaging and responsive Facebook page that facilitated internal and external communication. The page was used to highlight important events going on at the Sector, keep the public informed on search and rescue cases, recognize outstanding personnel, and generate open communication between the public and Sector San Diego.

COMMUNITY RELATIONS

Sector San Diego takes great pride in being a part of the San Diego community in Southern California. The Commander's mission for public affairs is to present the Coast Guard and Sector to the community as an active participant in improving San Diego's morale, safety and local area. The Sector continues to be committed to educating the people on, and telling the Coast Guard story to the public. As each member is a part of the community we are able to focus on events that are not only great for the San Diego area but are also near and dear to our members' hearts. From reading books to children, marching in parades and providing static displays, we are ready to serve the city the San Diego!



Coast Guard Appreciation Day with the Padres



St. Francis School and King Chavez Primary



Highlights

- Sector San Diego was designated the 21st and largest Coast Guard City. The 400+ Celebration attendees included two Congressmen, the Commandant of the Coast Guard and the Mayor of San Diego.
- Participated in 15+ Aviation Demos throughout the San Diego AOR!
- Hosted 60+ Distinguished Visitor/VIP groups, including the Under-Secretary For Management and the Inter-American Defense College.
- Active participant with local schools, initiated Sector San Diego Patch Design Competition with the San Diego Unified School District. Dedicated 350+ hours of support community education initiatives in 2017.
- Participate in San Diego Fleet Week, Veterans Parade and the DHS contingent of the Martin Luther King Day Parade!
- Supported 10+ local college and professional athletic events including San Diego Padres, SDSU, and the San Diego Gulls.
- Provided tours and presentations to boy scouts, girl scouts, JROTC, and local high/mid/elementary schools!

Tours & On-Base Presentations

All ages and backgrounds welcome! 600+ Accommodated



Coast Guard Day Open House

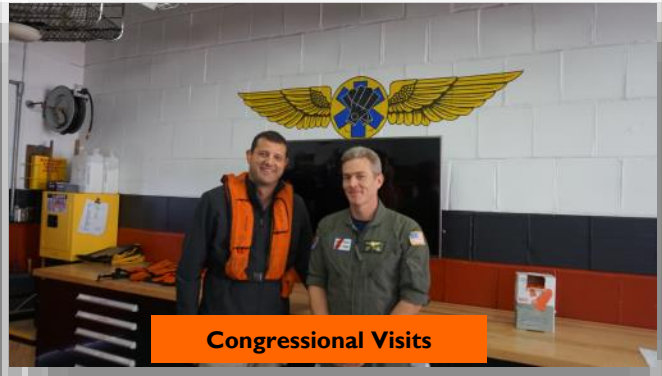


Coast Guard City Designation

Sector San Diego takes great pride in introducing people to the Coast Guard. Our members are passionate about their service and are extremely enthusiastic when educating the community about the Coast Guard, its missions and the Sector. In 2017 we provided tours and presentations to more than 40 groups totaling more than 600 people. DHS partners, senior groups, youth groups, politicians, foreign delegates, charitable organizations, and even prospective Coast Guard members have all been guests at here at Sector San Diego.

Visiting groups enjoy the experience of being educated in Coast Guard basics covering service details to include missions, locations and organization. Tour attendees have the opportunity to actually sit in the MH-60T Jayhawk, walk the decks of 87 foot patrol boats, as well as the 33' and 45' response boats. While touring, they meet and get to speak with the duty experts in these areas to get real world operational information and have their questions answered by enthusiastic junior and senior members.

Local Boy Scout Eagle Project at Sector San Diego



Congressional Visits



Partners in Education



JROTC Visits

Veterans Day, Fleet Week and MLK Day!

This year Sector San Diego had the distinct pleasure of participating in the San Diego Parade honoring the legacy of Dr. Martin Luther King Jr and the nations veterans as well as displaying ships and demonstrations during San Diego Fleet Week!



A Sector San Diego Jayhawks deploys a rescue swimmer as a demonstration during the San Diego Fleet Weeks Parade of ships!

An MH60T helicopter over flew the parade as members marched through downtown. During the MLK parade the Coast Guard marched under the DHS banner along with Customs & Border Protection, Immigration & Customs Enforcement, Citizenship Immigration Services, Homeland Security Investigations, and Transportation Security Administration.

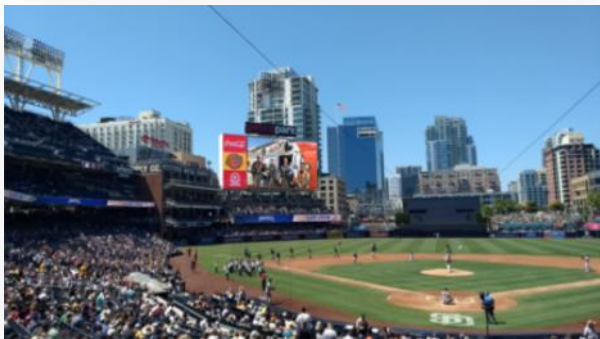
The MLK parade took place on January 14th 2017 as the Sector marched with more than 150 DHS members.



Fly-over's, SAR Demo's & Air Shows!



Sector San Diego takes pride in coordinating & exceeding the community expectation by supporting the San Diego Area with demonstrations from our aviation assets. To celebrate the centennial of aviation along with the arrival of our centennial themed aircraft, Sector San Diego supported 14 aerial demonstrations and numerous air shows. From 22-24 September, 2017, Sector San Diego, Marine Safety and Security Team 91109, ANT San Diego and local Coast Auxiliary participated in the largest military air show within the United States. Each entity enhanced the Coast Guard's footprint in an event that promoted a positive Coast Guard image to over 800,000 participants.



**Coast Guard Appreciation Day
Fly Over at the Padre's Stadium**



Coast Guard Day Open House



Sporting Events

Sector San Diego is very proud of to support our local sporting clubs and professional teams by participates in Military Appreciation Games, Bowl Games, Parades, ball tosses and flyovers. This year Sector San Diego supported 6 SDSU Aztec events, 4 San Diego Padres events and 1 San Diego Gulls events with more than 100 participating members. Sector San Diego's own MK2 Mike Dalager was even selected to sign the National Anthem at the opening game of the 2017 World Series!



INTERNAL COMMUNICATION

Communicating effectively to approximately 1,000 personnel can be a challenging task. However, the Command at Sector San Diego has done an excellent job of introducing new methods of communication in addition to using traditional (and underutilized) methods. Sector San Diego has tapped the valuable resources of the Reserves, Auxiliary, spouses, and ombudsmen to assist in the dissemination of Internal Information. Finally, the unit has implemented a campaign during the year to encourage Sector members to be a part of the public affairs realm by taking their own photos and submitting them to the public affairs office. These photos were then used to promote the unit and the great work of the members in the social media outlet.

Sector Fact Sheet

FOR OFFICIAL USE ONLY



Sector San Diego

Secretary of Homeland Security visit
10 Jan 2017



FACT SHEET

- Sector San Diego (SSD) has a total of 416 Active Duty, Reserve and civilian members (269 Active Duty, 128 Reserves, 19 Civilian) and approximately 600 Auxiliary volunteers.
- In 2016 Sector San Diego saved or assisted 722 lives, while executing over 450 cases.
- The sector has six sub-units including Station San Diego, Aids to Navigation Team San Diego, one 110' Patrol Boat (EDISTO) and three 87' Patrol Boats (HADDOCK, SEA OTTER and PETREL). Additionally, Sector supports and operates three MH-60T helicopters.
- Sector San Diego plays a leading role in facilitating interagency, counter-maritime smuggling operations through the San Diego Regional Coordinating Mechanism (ReCoM) - a body of local, state, and federal partners who share information, resources, and leverage agency authorities and jurisdictions to collaboratively stem transnational criminal organization's illicit trafficking flows from impacting maritime economic security within the California Coastal Region.
- The ReCoM works with port partners to complete operational objectives outlined in the DHS Southern Border and Approaches Campaign Plan, the DHS Maritime Operations Coordination Plan, and the Coast Guard Western Hemisphere Strategy. Sector San Diego fully incorporates maritime security partnerships to effect strategic priorities that safeguard economic interests and security concerns of San Diego communities.
- Sector San Diego is active in international, interagency meetings and pollution exercises with in support of the Mexico-US Oil Spill Response Plan (MEXUS) to further standardized communications and improve response efforts.
- Sector San Diego coordinates closely with Secretaria de Marina (SEMAR) to conduct mass search and rescue exercises. The upcoming exercise in May will involve over 100 personnel, six US and Mexican vessels and one helicopter and will standardize communications, improve initial SAR actions and planning, and enhance international interoperability.
- The SSD AOR includes the 8th largest port complex in the nation. It is designated a Tier 1 military and economic strategic port with an industrial region that includes the nation's largest automobile delivery port (over 35,000 a month), the largest floating drydock in North America, and the United States Navy's Third Fleet homeport. The SSD AOR also includes major United States Marine Corps installations at Camp Pendleton and MCRS Miramar.

COAST GUARD COMPASS

OFFICIAL BLOG OF THE U.S. COAST GUARD

Officials designate San Diego a Coast Guard City

Posted by Diana Shebin, Tuesday, February 28, 2017
Written by Petty Officer 3rd Class Joel Guzman



Kristie Faldutner, mayor of San Diego presents Adm. Paul Zukorff, commandant, U.S. Coast Guard with the key to the city of San Diego during a ceremony designating San Diego a Coast Guard City Feb. 23, 2017. The designation is predicated on San Diego's ability to extend movements to the Coast Guard, organize civic celebrations and other special recognition and support U.S. Coast Guard morale, welfare and recreational activities. U.S. Coast Guard photo by Petty Officer 3rd Class Susanna Kain-Rosen.

As the sun rises over San Diego, the usually busy helicopter ramp at Coast Guard Sector San Diego is abuzz with a palpably different excitement. Instead of Jayhawks preparing for launch, crews are busy preparing the area for an event that's been more than a year in the making.



Search

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Hangar 2 Photo Wall



With more than 70 personnel attached to the Aviation Engineering division of Sector San Diego, it is the largest division in the Sector. It remains important to the command to showcase the professionals attached to the division in a picture board in the hangar. Taking pride in history and legacy has always been high priority, as well. The hallway also houses approximately 40 historic USCG photographs. Maintaining these, along with official portraits for Sector personnel and command, is certainly an honor.

Keeping Everyone Informed and Involved!

Plan of the Week and Unit Fact

In order to keep the members of the sector informed, Sector San Diego has been committed to providing an updated plan of the week and unit fact sheet. Members can easily access this document in order to know exactly what direction the command is leading the unit on a weekly basis. YNCS publishes the plan sent out via email to all members.

Officer Profiles

The public affairs office comprehensively updated our officer profile book. **This book included a short bio on all 50 active duty officers at Sector San Diego.** A hard copy was provided to the command and a living electronic copy is available to all personnel at Sector. This book provides a unique opportunity to express yourself to the command and learn about fellow officers.

 SECTOR SAN DIEGO PLAN OF THE WEEK 09 October 2017 – 15 October 2017 Sector Commander: CAPT J. R. Buzzella						
October Monday 09 Columbus Day Tuesday 10 1000-1030 (Logistic Off) SLIXO Request & Compliance Meet POC: CDR Frisley Wednesday 11 0700-1500 Meeting/Training Day Click to view schedule 0930-1100 (Trng Rm) CAPT's Meet 1400-1500 (Wardroom) Pilot Training 1500-1600 (Wardroom) Wardroom Social Thursday 12 0800-1000 (Trng Rm) ReCom RPT Mtg POC: LCDR Mehta 0930-1100 (Pavilion) Pavilion Reservation POC: DCC Galicia Friday 13 0945-1115 (Wardroom) TCS Mtg POC: CIV Tedachi Saturday 14 Sunday 15						
San Diego Fleet Week 11 Oct 2017 – 18 Oct 2017						

MILITARY NEWS













11 Oct 2017 All Hands Training/Meeting Day Schedule – Click here for the final All Hands Training/Meeting day schedule. A new schedule will be distributed NLT 1 week ahead of each month's training day to promote any changes to times or locations of meetings. If you desire a training or event to be added to November, please coordinate with LCDR Mackenzie as soon as possible. Changes will not be made once within 1 week of the event. Reminder, please refrain from sending any All Hands solicitations for internal meeting requests (i.e. PIE, Morale, LDAC, etc.) All internal meetings shall occur on the monthly meeting day and be arranged through the Logistics Department. Any meetings including external agencies (i.e. ReCom) are exempt from this process.

San Diego Sea Services Spouse of the Year Award Solicitation – The San Diego Navy League is proud to announce that we are now accepting applications for the **8th Annual San Diego Sea Services Spouse of the Year Awards 2017**. All commands having a Commanding Officer and are based within a 200-mile radius of San Diego are invited to nominate ONE outstanding military spouse to be honored at the luncheon. The awards ceremony will take place on 30 Nov 2017 at 1100 on board Naval Air Station North Island at Quarters 'A' 5 Maxfield Boulevard, San Diego.

COAST GUARD HISTORY

13 Oct - In 1995, CGC IDA LEWIS was launched, the first of the new 175-foot Keeper class buoy tenders.

Updated: February 2018 U. S. Coast Guard Sector San Diego (SSD)	
Commander: CAPT Joseph Buzzella Deputy: CDR Eric M. Cooper Officers Warrant Enlisted Civilian Total AD Billets: 81 14 222 10 297 Civilians: 24 3 108 14 149 Reserve: 24 3 108 14 149 Total Personnel US BGC: 224 Auxiliary Personnel at ACR: 400	
<p>Significant Operational Events/Stats within last year:</p> <ul style="list-style-type: none"> Processed 442 reports and rescue alerts. Resulted in 111 lives saved, 611 lives assisted, approx \$51,555,000 in property saved Misplaced Seabor: 4,826 lbs, street value \$4,457,000.00 Legal Migrants Apprehended: 265 Marine Environmental Protection Cases: 189 Marine Safety Cases: 120 Flight Hours Flown: 2050 Underway Hours (112 WPB, 318 WPB, Station & ANT): 9289 Conducted 4 high interest vessel (HIV) and 295 small vessel security operations, and 31 Operation Operations teams totaling 248 man hours, processed 10 monthly security operations, 7 supported by CSE & CICE (C & I) operations (CICE), conducted 4 high capacity passenger vessel escorts, a nearly 100% increase from FY16, initiated 604 single day fire security operations Aviation crews (3 pilots, 3 Flight Mechanics) qualified in basic fast roping. Support EISST in C1 and secondary qualifications Air Auxiliary program reinstated. Three facilities (aircraft) conduct shoreline patrol/maritime operations, 2025 hrs and conducted 450 LE boarding/interactions with local boaters Executed all tool response capabilities, including coordination as part of the National Preparedness and Response Exercise Program (Responded to 183 pollution cases, processed 3 Civil Penalties & issued 13 Letters of Warning, oversaw \$1 million cash-in-kind to the USSD for San Diego fleet Oversaw \$675M in new vessel construction and \$8M in major refurbishment projects at major passenger vessel fleet Collaborated with American Bureau of Shipping and General Dynamics MASCO to certify and deliver second LNG-powered container ship and established San Diego as a world leader in cutting-edge vessel technology. In addition, certified and delivered five U.S. ECG Class tankers that will join the Jones Act fleet Conducted 4 inspections of U.S. flagged vessels in Mexico; first time done within last 10 years Conducted 185 Marine Casualty & 2 Major Marine Investigations, processed 6 Civil Penalty cases against maritime operators, issued 6 Letters of Warning, & 2 Notices of Violations. Statutory appeal denied 13 penalties Approved 77 Marine Ever Permits and issued 94 No Man Event Permit Request letters Investigated 5 illegal charters. Resulted in 3 Letters of Warning and 1 civil penalty of \$5,000. Created changes in National Policy Rescued 2 survivors from rapidly sinking vessel 7 miles offshore. Further investigation found evidence to support intentional sinking resulting in criminal referral to U.S. Attorney's office and guilty plea to reimburse CG for rescue efforts and associated costs in addition to the revocation of CO credentials Conducted 53 port operations with Facilities Inspectors and TSA, CBP and Sector LALS. TSA/TWIC operations resulted in 1,050 checks and 1 "Violations" card entered 	<p>Significant Civil Eng & Facilities Maintenance Projects:</p> <ul style="list-style-type: none"> Completed Aircraft ramp modernization for 3 H40 transient aircraft and upgraded base electrical distribution grid Completed antenna media strategy, typical coverage of SAR & LE cases seen nationally and internationally on CNN, Fox, Telemundo, ABC, and local outlets. Supported foreign media requests from Italy, The Netherlands, and Denmark. resulted in international publication highlighting CG Rescue capability Completed education program (2018) Celebrated the centennial of Coast Guard Aviation including induction into the San Diego's Air and Space International Hall of Fame and 15 aviation demonstrations throughout San Diego Selected as a Coast Guard City in October 2016 with official presentation to the local Commanders' visit in February 2017 Collaborated with USN and local LE reps in support of Fleet Week 2016, established maritime security for USN, USCG, and foreign warships and 52 aviation events for Sea & Air Parade <p>Partnerships (Primary Issues on DHS):</p> <ul style="list-style-type: none"> Completed Memorandum (MOC) organized multi-agency federal/local adaptive force packages including Transportation Control Operations (TCO) activities Conducted Boat Crew College for 16 Border Patrol Agents conducting boat ops. Agents gleaned critical maritime awareness, LE cross training and greater understanding of CG mission Key leader and voting member on AMSC Area Committee, Marine Safety Committee and high interest Drug Trafficking Area SD Port Planning Team, led by FEMA Region, developed Maritime Emergency Response Plan to help efficiently respond the port following a disaster was signed in January 2016 Community Tabletop Exercise in March will exercise that plan Planned & hosted first Cyber Security Awareness Industry Day for critical stakeholders of the port raising cyber security protocols <p>Critical Issues Affecting the Unit:</p> <ul style="list-style-type: none"> Overhead maritime smuggling threat requires persistent air surveillance, targeting and use of force followed by interdiction and DOJ prosecution to meet national strategic intent Culture time constraints limit OLC training, Basic Fast Rope training, & pilot/aircrew proficiency Boat/ship support workload and covers 70% of Southern California area, with up to 40+ assignments Staffing in Investigations Division inadequate, currently listed for two OLC which significantly limits capacity and operations <p>Joint Harbor Operations Center:</p> <ul style="list-style-type: none"> Used OLCs resources to center in physical operations at CG Harbor Police Port of SD, CA. Navy Guard & connects emergency partners. This OLC is a premier example of DHS cooperation with state and local LE maritime stakeholders leading to numerous high-level international and congressional visits

<p>ENS Florencia Mendez-Riley "M.R."</p>  <p>Biography, Education, Awards, and Contact Information for ENS Florencia Mendez-Riley "M.R."</p>	<p>MSSEJ Michael Mirocni</p>  <p>Biography, Education, Awards, and Contact Information for MSSEJ Michael Mirocni</p>	<p>CWOJ Michael Mei</p>  <p>Biography, Education, Awards, and Contact Information for CWOJ Michael Mei</p>
<p>LT Tim Neukir</p>  <p>Biography, Education, Awards, and Contact Information for LT Tim Neukir</p>	<p>LCDR Wayne O'Donnell</p>  <p>Biography, Education, Awards, and Contact Information for Lcdr Wayne O'Donnell</p>	<p>LCDR Jeff Parks</p>  <p>Biography, Education, Awards, and Contact Information for Lcdr Jeff Parks</p>
<p>LTJO Michael Power</p>  <p>Biography, Education, Awards, and Contact Information for LTJO Michael Power</p>	<p>LT Christopher "Chris" Schick</p>  <p>Biography, Education, Awards, and Contact Information for LT Christopher "Chris" Schick</p>	<p>MSSEJ Mike Shevlin</p>  <p>Biography, Education, Awards, and Contact Information for MSSEJ Mike Shevlin</p>
<p>LTJG TRESTON TAYLOR</p>  <p>Biography, Education, Awards, and Contact Information for LTJG TRESTON TAYLOR</p>	<p>LTJG Dan Treason</p>  <p>Biography, Education, Awards, and Contact Information for LTJG Dan Treason</p>	<p>LT Dices Williams</p>  <p>Biography, Education, Awards, and Contact Information for LT Dices Williams</p>

Morale and Well Being!



GOVERNMENTAL RELATIONS

Whether it is the proximity to the border, multi-mission capabilities, interoperability, or fabulous weather, Sector San Diego has one of the strongest governmental relations campaigns in the Coast Guard. Almost every week, Sector San Diego hosts a Distinguished Visitor group to promote our strong working relationship with other organizations in the Regional Coordinating Mechanism (ReCoM), provide briefings on general Coast Guard operations, or highlight our unique AOR containing the US-Mexico maritime border. **In 2017, Sector San Diego hosted 60+ distinguished visitors/VIP groups involving more than 500 people and 1,600 unit labor hours.** Moreover, the partnerships amongst Sector San Diego and local, state + federal partners is unrivaled. On any given day you will see an assortment of training, operations or general esprit de corps shared amongst all that are lucky enough to be working in San Diego.



Admiral Zukunft and Jess Sessions at the Pier 10 San Diego Drug Offload



Sector San Diego routinely host visits from Congressman, Senators, and Staffers from Around the Nation!

Distinguished Visitors

- Secretary John Kelly
- Attorney General Jeff Sessions
- The Commandant
- House Committee on Science and Technology
- House and Senate Appropriation Committee on Homeland Security, CODEL
- NORTHCOM
- VADM Ray
- APEX 45 (40+ DOD civilian senior leaders)
- Congressman Peters
- Senate Appropriations Committee, STAFFDEL
- VADM Midgette
- RDML Sokalzuk
- Pacific Council
- Congressman Hunter
- RADM Vogt
- Grossmont College Professors
- RDML Vojvodich
- DHS CFO
- Senator Manchin
- Cyber and Port Security STAFFDEL

And many more!!

The "DV" Plan and Govt. Relations continued...

With 60+ "distinguished visitor" groups visiting Sector San Diego in 2017, tremendous coordination and planning across the entire Sector was used to properly accommodate these groups. The Sector Public Affairs department provided oversight ensuring organized, informative, and welcoming visits could occur without interrupting a busy operational unit. Sector San Diego Public Affairs utilized a uniform "DV" plan assigned to a project officer to ensure all appropriate coordination could occur. The DV plan provided tasking to various departments in order to make each visit a success. In addition, the plan allowed for various officers from different backgrounds (not just the Public Affairs officers) to be involved with local, national, foreign military, governmental, and civilian organizations.

With such a high number of visits, every junior officer on base was afforded the opportunity to excel and be involved with "DV" visits this year.

Enclosure (1) SECDST 1000.ID

	the Deputy Sector Commander) to ensure all needs and requirements are met for a smooth visit. Allow DV to sign Guest Book in the Command Office and ensure the book is returned to the Executive Administrative Assistant.
Command Staff Tasking	
Ensure appropriate Command Staff spaces are cleaned and inspection ready.	
Other (explain):	
PAO/Protocol Officer:	
Oversee all preparations for visit and provide project officer support as required.	
Coordinate video coverage and/or digital photos with PADET/CO Assn as follows:	Request still photos to cover event
Coordinate press release as follows:	N/A
Coordinate media escort as follows:	N/A
Coordinate Color Guard as follows:	N/A
Other (explain):	Ensure All Hands are seated in Hanger 2 by 0850 in ODU's wireless up and all cell phones off/silent mode.
Executive Administrative Assistant:	
Reserve appropriate conference rooms as follows (Conference Room name, date, time period):	
Provide refreshments as follows (include person to be briefed):	Water available in Command Conference room
SCC-J Supervisor:	
Prepare SCC-J PowerPoint presentation as follows (length, etc):	N/A
Designate presenter (Rank/Name):	N/A
Prepare SCC-J technology/sensor demonstration & tour as follows:	N/A
Designate SCC-J tour guide (Rank/Name):	N/A
Minimize pipes from front gate as follows (date/time):	23MAR2015 // 0900-1000
Clearances received for classified access/briefings:	N/A
Print name tags for VIP's (as required):	N/A
Notify EDHP Dispatch (if required):	N/A
Other (explain):	Ensure All Hands are seated in Hanger 2 by 0850 in ODU's wireless up and all cell phones off/silent mode.
Planning Division:	
Other (explain):	Set up Video equipment to ensure slideshow works.



Chief of Police Shelley Zimmerman of the San Diego Police Department addresses Sector San Diego during Women's History Month

Minimize pipes from front gate as follows (date/time):	23MAR2015 // 0845-1015
Other (uhars, etc):	Ensure All Hands are seated in Hanger 2 by 0850 in ODU's wireless up and all cell phones off/silent mode.
Supply/Finance Division:	
Procure items as follows (provide signed Procurement Request):	N/A
Provide duty driver and vehicle as follows:	N/A

Secretary of the Department of Homeland Security John Kelly



Mayor's Designation of "Jayhawk Day"

