2 Citizen Preparedness and Participation

Citizen Preparedness and Participation

Capability Definition

The American public has the capability (i.e., the necessary information, knowledge, skills, and abilities) to prevent, protect against, respond to, and recover from all threats and hazards. Requirements to achieve this capability include collaboration among all levels of government, emergency responders, the private sector, civic organizations, faith-based groups, schools, and the public; public education in preparedness, prevention, and mitigation; training for citizens in life saving first aid, Cardiopulmonary Resuscitation (CPR), response skills, and surge capacity roles; and citizen participation in exercises, volunteer programs, and surge capacity support.

Citizen preparedness and participation is segmented into appropriate levels of engagement, but all employ some degree of planning, organizations, equipment, training, and exercises.

There are "Universal (U)" capabilities that everyone in America should have for the four mission areas of all-hazards preparedness: prevent, protect, respond, and recover. There are also "Specialized (Sp)," or advanced skills, knowledge, and abilities needed for those that live in high-threat areas (the terrorism threat in urban areas, natural hazard areas); for those whose personal circumstances require additional preparedness requirements (those with disabilities, those with language barriers, those with low income); and for those who volunteer year round to support local emergency responders and community safety efforts. Finally there are citizens who have a response or "Surge (Su)" capacity role, who will have the highest level of training and equipment.

Capability Outcome

Everyone in America is credibly educated about threats to their safety and property, is prepared for all-hazards, takes relevant mitigation measures, practices evacuation drills, employs prevention and deterrence tactics, is trained in first aid and emergency response skills, practices shared responsibility for neighborhood and community disaster planning, and responds to an incident with appropriate and practical steps to safeguard their own health and property while helping others.

Citizens who live in a high-threat area or who have personal circumstances that require additional needs (such as cognitive or physical disabilities, language barriers, low income, live or work in high rise buildings, take public transportation frequently) have an appropriately higher level of preparedness, training, approaches to prevention, participation in exercises, and first aid and response skills.

An adequate number of citizens also provide year round volunteer support to augment public education, training, local emergency responder efforts and community safety initiatives, and contribute to community emergency planning and exercises. An adequate number of citizens also have training in surge capacity roles, are an integral component of incident response and recovery, and perform appropriately when deployed. Private sector resources are an integral part of the response and recovery plan and execution.

Capability Discussion Points

When discussing and analyzing the NCR's homeland security preparedness capabilities, stakeholder participants should consider the following:

- The plans and support structure in place to ensure citizen preparedness and participation and the inclusion of any established programs such as Citizen Corps.
- The roles that have been recognized for citizens in exercises, volunteer programs and surge capacity response.
- The types of training programs developed to educate the public about threats, preparedness, prevention, first aid, and emergency response and how this training is communicated to solicit involvement.
- The types of communication vehicles that are being utilized to raise public awareness for citizens regarding preparedness and response measures.
- The ways in which standards and measures are being developed to ensure appropriate education - related to preparedness and response - has occurred for citizens.

NCR Discussion Results on Citizen Preparedness and Participation

Resource	S/W	Comments
People	S	• MRC recruiting and training volunteers. (5) • Have lots of volunteers and utilize non-profits and volunteer centers. (3) • Have excellent PIOs in all counties that work collaboratively on preparedness issues
	W	• Need staff and resources to do citizen outreach. (13) • Need to better include special needs populations in preparedness planning. (6) • Need more volunteers as an education resource. (4) • Insufficient number of MRC volunteers. (4) • Need a volunteer management and training process. (3) • Need increased capacity to communicate with non-English speakers. (3) • Need to increase the number of health PIOs in the area. (2) • Need contractor assistance for ongoing regional media relations and public education. (2) • Need regional organizational structure. (2) • Need to prepare for an influx of spontaneous volunteers. (2) • Need a volunteer credentialing process. (2) • Need to continue to fund MRC. (2) • Need to increase outreach to NGOs that support or advocate for SNPs so they can make their own preparedness plans. • Need more staff to develop and implement plans and programs for SNPs. • Need more pre-affiliated volunteers. • Not sure how many volunteers needed to support different ESFs. • Need characterization of areas SNPs to plan. • Regional citizens know they can be targeted.
Equipment	S	• Regional collaboration/information sharing has increased with equipment and technology from prior UASI funds (2) • The NCR has plenty of equipment and platforms to perform outreach programs news media and academia (2) • Training for responders is in place, but needs to be expanded • NCR is able to provide adequate equipment from both public and private resources to support TCL capability outcome • <40% of the population have citizen kits • Very difficult complicated message -- pamphlets, brochures, etc. are available • We have the equipment we need with a few enhancements

Resource	S/W	Comments
	W	• Region needs technology to rapidly contact populace with uniform message; need to take into account the special needs population and include in the realm of such areas as translation services (12) • Volunteer community needs IT capability to identify, track, credential volunteers (4) • Need more mass care equipment including supplies for special needs population (3) • Need regional emergency supply caches for citizen response • Need additional training equipment • Additional equipment is needed to protect citizens from attack • Need preparedness kits for those who can't afford them • Need special preparedness kits for those with special needs • Need better connectivity between 211 and emergency management for emergency information and referral • Weather/radios/all hazard radios for responders and the public • Need a tie between the phone system and on-line systems • Additional power supplies (generator) are required to ensure shelters can provide for the needs persons with special needs (refrigerator for medication, oxygen power source, etc.) Facilities should be pre-wired • Difficult to have targeted message with various populations • Need regional 211 funding • On-line training modules with NCR specific information • Accessible transportation equipment insufficient for evacuation • Medical equipment and medicine crucial for persons with special needs to survive • 211 systems need to be fully accessible • Need database of volunteers in NCR; must include multiple emergency response roles
Training	S	• Training programs exists e.g. citizen corp (2) • MRC volunteers also provide just in time responder training to spontaneous volunteers, and have been utilized during non-event times to spread public info messages for the health departments. • Is this training curriculum in line with national curriculum • Some, but not adequate numbers of citizens educated and volunteers trained • Pros receive regular training • Some citizens have CPR training and first aid training
	W	• Training opportunities – citizens aren't aware of all available opportunities (6) • No training available which embraces or enhances emergency preparedness information (4) • Although some training efforts "CERT", "MRC", citizen academies, etc. not enough people or resources (3) • More attention must be placed on handling and addressing the needs of people with disabilities, appropriate assistive technologies, and the needs of these communities. (3) • Not regionally coordinated (3) • Funding for MRC training staff (3) • The NCR's Citizen Corps train volunteers for their CERT and MCR programs However, there are not enough trainers for these programs. (3) • Region needs better understanding of how public health works – answers/ info is not instantaneous and often not visible (lab test, for example). People → non-health people, volunteers, media, general public etc.. – don't seem to understand this (2) • Training coordination MRCs • Training is minimal as opposed to emphasis on information and notification activities. Training requires focuses on differential training activities and inclusion of credible sources (such as faith based organizations) • Support and develop training for self – preparedness PNSN • Develop and support training for PNSN to be done by advocacy groups, service providers and other non-emergency agencies knowledgeable about training PNSN • People need to train regularly • Critical service delivery organizations (e.g. home health agencies) and mediating

Resource	S/W	Comments
		organizations (NGOs) need additional training to assist respective populations. • Also focus on low income and LEP populations • Improve coordination of public inquiry call centers. Establish a regional system • Trainers are needed for special populations. • Getting the people who were trained to be responsive to continues education responsibility • Need to develop just in time training for spontaneous volunteers. • Need to increase opportunities for ESFs 6, 11, 14, and ,15 to train with the other ESFs • Need to cross train between volunteer cadres across ESFs 6, 11, 14, and 15 • Need to increase public education and preparedness training • NCR public/non-profit agencies are severely under funded and do not have the capacity to get or give education training. The do not have the capacity to help NCR's most vulnerable achievement "an appropriately higher level of preparedness." • More training need with specific health issues and components • Need better/more innovative types of communication methods to train/educate public (web, etc.) • Need additional specialized training for surge capacity and community education – sheltering in place • Public training on responding to an anthrax attack – coordination with public schools • No one I know in the NCR has taken any training, participated in any exercises or is a volunteer.
Exercises/Evaluation	S	• MRC/city corps provide training to citizen volunteers • Conducted regularly and PIOs/health PIOs are routinely involved • Pros regularly exercise in their own jurisdictions and regionally • We have exercises and designed to give citizens opportunities to practice what they have learned (evaluation is a part of exercise) • Members of RESF-14 regularly participate in their own jurisdictional exercises, as well as regional exercises like "Patriot Challenge" or "Capital Shield."
	W	• Need to use volunteers more and better (CERT, MRC, RACES, mobilization centers, call-up and processing, etc.) (8) • Exercises and evaluation lack the appropriate inclusion of people with disabilities, not as a separate population, but as a part of the general population (8) • Lack of citizen involvement in planning and execution of exercises, except as patients in multi-casualty drills (5) • Need for additional region-wide, multi-disciplinary and multi-jurisdictional training (5) • No significant exercise has been conducted to evaluate citizen preparedness in the NCR (shelter/shelter-in-place drills) (3) • Volunteer management needs to be better integrated in larger exercises • Exercises not publicized in advance to increase participation • Private sector inadequately involved in exercises • Exercises and evaluation should include hospitals • Media/communication is not fully exercised; drilling vertical JIC regionally shared • Capabilities assessment needs to be done to see how things might work during an emergency • Too many of the planning/training components are still in their infancy and have not progressed to the point where they can be adequately practiced • Need to include ESFs 6, 11, 14, and 15 in all major exercises where appropriate throughout the NCR • Weakness in bringing in federal agencies so they better understand local estate issues • Faith community involvement • Pet safety plan and shelters • Difficult on a large, regional scale; better done with small, targeted efforts with businesses, neighborhoods, etc.
Plans, Policies and Procedures	W	• Public health entities, private sector efforts, citizen volunteers, need to be included in planning – particularly at the regional level (7)

Resource	S/W	Comments
		• Standardize alert notification and public involvement in development of associated policies and procedures (3) • Better coordination of volunteers and planning for their needs (3) • Pets need to be considered/addressed in training, exercises, and evaluations. • Need more coordination between government and non-profits, particularly when planning involvement with and response directed toward vulnerable populations/Need to add to the knowledge base that defines NCR's most vulnerable (who they are, agencies, that serve them, where they are in the neighborhoods, and what their needs are) • Need to complete regional NCR communications plan • Need more extensive, inclusive citizen preparedness plans • NCR strategic planning process requires standard policies and procedures for alert notification before, during, and after emergencies

NCR Concept Papers and Initiative Plans

CONCEPT PAPER **Preliminary Document – Presented for Review and Discussion**	December 6, 2005	
	Natalie JonesBest Emergency Preparedness and Risk Manager District Department of Transportation	
	2000 14th Street NW, 5th Floor Washington, DC 20009	
Project Title:	**Identify and coordinate transportation requirements for the special needs population.**	**Estimated Grant Amount**	$250,000
NCR Strategic Goal Alignment:	Goal 2 – Objective 1.3 Special Needs Populations	**Allowability**	
Estimated Timeline	8 months	**Dependencies and Cost Factors:**	

Problem Statement/Project Description:

A constant challenge for the NCR transportation and public safety officials is how to manage segments of population that could not, if requested, self evacuate. Whether it is an individual within a NCR correctional institution, a child in a school, an individual within a medical facility, or a visitor at a hotel, all of these people would require some level of NCR public support service during a NCR wide evacuation. As lead agency for ESF-1 transportation in the District Response Plan, it is the responsibility of DDOT to coordinate this effort within the District of Columbia. DDOT proposes, in coordination with the National Organization on Disability (NOD) and with support from VDOT and MDOT, to develop a template that identifies each individual special needs sector, the population within each special needs sector, and the equipment and resources needed to support the special needs movement during a requested evacuation.   This template will focus on the District of Columbia's day and night time population.

Preliminary Project Plan (Tasks, Resources, Deliverables, Collaborating Partners, etc.)

Tasks	Collaborating Partners	Deliverables	Target Date
Special Needs Identification and Assessment within the District of Columbia Categorize and identify the location within the District for each special needs community group. At minimum, categories should include: Correctional Institutions Hotels Hospitals Adult Day Care facilities Schools Homeless Shelters Transit Dependent Individuals This task will identify the extent to which	Primary Owner/Coordinator: DDOT Possible Partners: MDOT, VDOT, NOD, WMATA	A hard and electronic document that identifies the Districts Special Needs Community	8 months from activation date

District Government agencies need to plan to and will require extensive outreach to the community for this information. Based on funding and time this task may include special needs community within the MDOT, and VDOT NCR jurisdictions as well.			
Document Review. Many of the special needs groups categorized and/or identified in Task 1 should have some level of an emergency plan developed. A document review will be conducted to establish the state-of-the-practice for evacuating the special needs community and to ensure these plans are NIMS compliant. As part of a the review a high level gaps analysis will be conducted to review the extent to which the special needs sector is relying on District Government services.	DDOT, various private and other District Government Agencies	A hard and electronic document that identifies the state-of-the-practice and the planning gaps identified for the special needs community.	10 months from start of project
Template Development. Based on the findings from Task 1 and Task 2, a planning template will be created for each of the identified special needs sectors that address how District Government services will support each special needs sector and how each of the special needs sectors can better prepare for an emergency. The template will include at a minimum: population information, identify coordination points, possible issues, and an implementation plan.	DDOT, various private and other District Government Agencies	A hard and electronic document that can supports the special needs sectors in developing their All-Hazard, NIMS compliant preparedness Plans	2 months after Tasks 1 and 2 are complete

INTIATIVE PLAN

1. **Provide the Name of this Initiative. Describe how this Initiative will address the priority needs and strengths identified through the program and capability evaluation, and prioritization analysis.**

   Identify and coordinate transportation requirements for the special needs population. Within the National Capital Region (NCR) there is a need to identify the resources to be utilized by the special populations during a real-time emergency. These special populations include, but are not limited to the disabled community, tourists, the elderly, and school children. This effort focuses on the transportation requirements and information needs for "non-traditional" populations to ensure the protective measure evacuation is adequate to meet their needs. This initiative supports the District's Emergency Transportation Annex (ETA), a plan developed in coordination with regional stakeholders to address transportation management and evacuation processes from an operational perspective.

   This initiative cuts across many of the capability boundaries, in particular Citizen Preparedness and Participation and Citizen Protection: Evacuation and/or in-Place Protection and supports the need for better integrated planning efforts between the various ESFs. Furthermore, this initiative will begin to

address the issue of developing a viable operational evacuation plan for regional evacuation that includes special population provisions. One resonated weakness identified by the NCR is that there has not been a strong enough outreach to individuals with disabilities and provider agencies to train people appropriately to handle emergencies. This initiative attempts to start that process by identifying and assessing the needs of these groups and rolling up those assessments into the on-going regional awareness campaign for information dissemination to the public.

2. **Regional Construct: Briefly describe the geographical context of this Initiative**.

This initiative is being submitted by the District Department of Transportation, but will be supported, developed and implemented by a consortium of stakeholders including the National Organization on Disability (NOD) Virginia Department of Transportation (VDOT), Maryland Department of Transportation (MDOT). This initiative, while focusing on the uniqueness of the District with its tourist population and Federal presence, will serve as a template for outlining jurisdictions in the NCR to identify and assess special needs populations. Information from this initiative will help support the region in identifying and establishing a regional base capacity for transportation resources (vehicles, buses, rail, drives, etc) and needs. Lastly, with the recent issuance of Bulletin 197 by DHS and ODP, this effort will assist in addressing the transportation needs and accessibility to transportation during an emergency incident.

3. **Resources, Processes and Tools: Identify the resources, processes and tools that already exist, and those that will need to be leveraged, created, or acquired for this Initiative. Briefly consider how these resources, processes and tools may be attained.**

Many of the resources needed to support this initiative currently exist within the NCR. The region is fortunate to have a robust and vast Metro Rail and Bus System that interconnects with smaller jurisdiction transit providers within its boundaries. Furthermore, there are a number of commuter rail systems operating within the NCR boundaries, thus providing another layer of transportation infrastructure for daily and during emergency incidents. Other resources include Law Enforcement and Fire/EMS, all of which would support this initiative via vehicle support for non-ambulatory patrons and safety and traffic management. Where the region falls short is with coordination and integration of these resources, and identifying where there are transportation resource gaps, particularly vehicle provisioning. This initiative will address that issue. Additionally, this initiative will require vehicle support from the private sector in order to ensure that transportation resources meet capacity to move thousands of people who otherwise may not have transportation access. To ensure full buy-in from stakeholder supporting this effort, a series of MOUs/Regional Agreements and vehicle contracts will need to be established.

4. **Governance Structure: Describe the high-level governance structure (e.g., management plan, stakeholder involvement) required for successful implementation of this initiative.**

This initiative will be spearheaded by the District Department of Transportation (DDOT) with the support of the Regional Emergency Support Function (RESF #1) Transportation Committee, the Management, Operations, Intelligent Transportation Systems (MOITS) Committee and other relevant working groups that support the Regional Emergency Preparedness Committee (REPC) through the Metropolitan Washington Council of Governments. This initiative will also adhere to the grant administration and management set forth by DHS and ODP as administered through the region's SAA.

5. **Program Management: Explain how this initiative relates to the overall State homeland security program, and/or how it helps incorporate the three Overarching National Priorities**.

This initiative addresses the need for regional collaboration in order to reduce cross-geographic consequences and impacts. Furthermore it will provide an opportunity for cross-ESF interaction in order to capitalize on resources thus leveraging capabilities across our region. This initiative supports the on-going efforts made by the NCR in adhering and implementing the NIMS Plan. As further plans and polices are developed regarding initiative, it will be done so in compliance with the NIMS provisions.

CONCEPT PAPER *Preliminary Document –* *Presented for Review and Discussion*		January 27, 2006
		OWNER – Split across the 8 NCR Emergency Managers
		NCR Jurisdictional Offices of Emergency Management with support of ESF 14, 15(16) and ESF 6 & 8.
Project Title:	**Continuity of Efforts regarding Volunteer Management Across the NCR and Continuity & enhancement of Citizen Corps Council membership and Citizen Corps Core Programs and affiliated programs and activities in the NCR**	**Estimated Grant Amount**	Approximately $5 mm Estimating the same % breakdown as in UASI 05, by VA, MD, & the District of Columbia
NCR Strategic Goal Alignment:	Goal 2: Community Engagement 2.4.1 Increase civic involvement in all phases of preparedness 2.4.2 Operationalize and leverage volunteer resources, TCL- Citizen Preparedness primarily, and also supports mass care, Evacuation & Mass Prophylaxis	**Allowability**	Planning efforts are explicitly allowable if tied to local and national homeland security strategic efforts, such as implementing the NRP. Training is allowable where the courses are approved by the US Department of Homeland Security.
Estimated Timeline	*May 2006 – October 2007*	**Dependencies and Cost Factors:**	Continuation of 5D UASI 05- specific budget to be determined through work plans. Anticipate applying same formula as utilized in UASI 05 per states. 1 FTE per program (3)- VIPS, CERT, (shared FTE to OEM & CCC & VC), MRC staffing is covered in ESF8 proposal

			1FTE for regional coordination through COG
			Table top exercise cost shared
			Training including development & delivery cost shared
			Increase in CERT trained members
			Region wide media campaign
			Local media campaign
			Develop of Multilanguage materials
			Development of Adaptive materials

Problem Statement/Project Description:

Citizen preparedness and participation impacts every aspect of emergency planning and management. An ill-prepared citizenry has the potential to strain the most well designed emergency response plan and severely strain available resources. The challenge becomes how to engage a diverse population to take a reasonable, organized level of responsibility for their own preparedness and protection. Additionally, in the recovery phase of event or disaster, employing the human resources and material assets available to emergency managers through volunteer efforts will require continuation of planning and coordination, to include and incorporate the lessons learned that are emerging from the Gulf region.

Project Goal:

This project will: 1) foster citizen preparedness and participation through Citizen Corps Council and the Citizen Corps Council core programs including: Community Emergency Response Teams (CERT), Neighborhood Watch, Volunteers in Police Service (VIPS), Fire Corps, Medical Reserve Corp (MRC) and EMT Reserve Corps (a special program in DC) and through it's affiliated partners that include the Metro Coalition of Volunteer Centers, American Red Cross, Voluntary Organizations Active in Disaster (VOAD) members and others within the guidance of local and regional emergency planning; 2) promote the citizen volunteers through affiliation with Citizen Corps Councils, it's core programs, and affiliated programs and 3) deliver a tested system of managing spontaneous volunteers that can be integrated into local and regional response plans. This project's goals reflect the continued coordination and collaboration to promote preparedness education, affiliate volunteers and build upon plans for citizen preparedness and participation for the betterment of the region that was originally undertaken through the UASI 03 & 05 process.

Project Description:

Since 2003 the Metro Coalition of Volunteer Center (MCVC), Citizen Corps Councils (CCC) and CCC Core Programs (C.E.R.T., MRC, VIPS, Neighborhood Watch), Voluntary Organizations Active in Disaster (VOAD) and the Office of Emergency Managers (OEM) have worked to collaborate on the efficient, effective response to a disaster by the volunteer and non-profit sector. These organizations and programs have developed a solid infrastructure for collaboration. Each entity brings different strengths to the process. This consortium, working under the guidance of the Offices of Emergency Management, intends to continue of the work that has been developed through the UASI 03 & 05 process. To accomplish this, the Volunteer and Donations Management Committee partners propose to perform the following to ensure sufficient volunteers are available to support preparedness, response and recovery efforts throughout the NCR while realizing **each jurisdiction needs the flexibility to tailor this concept paper to their on specific needs.**

Objective 1: Public Education and Awareness
In cooperation with PIO's across the region, build upon the current public education campaign "Be Ready Make a Plan; collaborate with partners to establish a sustainable "evergreen" public education campaign across the NCR for prevention and protection, including special adaptation necessary for the special needs, under served and culturally diverse populations. Develop a varied public education approach and content to engage and educate residents in the NCR in emergency mitigation/prevention, preparedness, response and recovery.

Objective 2: Recruitment (Citizen Participation)
Sustain the NCR-wide recruitment effort funded via 05 monies to foster citizen engagement and support for the mission of Citizen Corps Council, it's Core and affiliated programs; promote citizens to pre-affiliate; develop targeted recruitment

campaigns for specialty volunteers, participate with MRC on their recruitment plans in order to prevent duplication; outreach to address the needs of the disabled, the underserved and multicultural communities and prepare for the mobilization and processing of the thousands of spontaneous volunteers who come out in the event of a disaster and work with the receiving agencies to appropriately manage volunteers they receive through this process.

Objective 3: Training

Develop procedures for: delivery of Best Practices in the areas of volunteer management, including recruitment, retention to all constituencies utilizing affiliated and/or spontaneous volunteers, with special emphasis on the special needs, underserved and multicultural populations; support opportunities for cross and shared trainings, data sharing and classification and credentialing systems between Citizen Corps core programs; promote Citizen Corps emergency training opportunities and activities in the private sector; provide training to NGO's and government departments in the management of volunteers both during and after a disaster in order to increase the effective utilizations of spontaneous volunteers and participate in the design for and participation in simulations to exercise volunteer functions at the local and regional levels.

Objective 4: Sustainability

Initiate and participate in local and regional strategic planning initiative that builds sustainability through: development of short, mid- and long range planning to meet the expected financial needs and human resources of the partners including opportunities for collaboration with the business sector; continuity planning, and collective support to address challenges that may impact the well-being of individual Councils, core and affiliated programs.

Objective 5: Regional Coordination

Develop local and regional efforts to promote a, inclusive environment that encourages citizen preparedness and participation through: strengthening relationship building between Citizen Corps Councils, core programs, affiliated programs and other partners by building systematic protocols for communications, information sharing, cross-coordination, trainings and capacity building activities.

Preliminary Project Plan (Tasks, Resources, Deliverables, Collaborating Partners, etc.)

Tasks	Collaborating Partners	Deliverables	Target Date
1.Ojective 1– Public Education and Awareness Expand upon existing campaigns to educate the communities on emergency mitigation, preparedness, response and recovery	NCR Public Information Offices, NCR Citizen Corps Councils, Citizen Corps Council Core Programs, Metro Coalition of Volunteer Centers, and VOAD agencies.	Working with partners, set regional goals, identify populations, draft plan, message and method of delivery. 25% increase in individuals who have received training in preparedness and response and recovery	4th Quarter of fy2007 (4q07)
2.Objective 2 - Recruitment (Citizen Participation) Continuation of initiatives Volunteer Recruiting Efforts from Fy05 UASI 5d Grant	NCR Citizen Corps Councils, Citizen Corps Council Core Programs, Metro Coalition of Volunteer Centers, and VOAD agencies.	Working with partners, set regional goals; identify populations, draft plan, message and method of delivery. 25% increase in pre-affiliated volunteers	4th Quarter of fy2007 (4q07)
3.Objective 3 – Training Expand training opportunities to engage more affiliated volunteers and to be more inclusive	Emergency Managers Offices, NCR Citizen Corps Councils, Citizen Corps Council Core Programs, Metro Coalition of Volunteer Centers, and VOAD agencies.	Maintain a regular calendar of training opportunities, posted & managed by COG 25% more volunteers engaged in training opportunities including those from special needs populations	4th Quarter of fy2007 (4q07)
4.Objective 4 – Sustainability Develop a comprehensive	Emergency Managers Offices, NCR Citizen Corps Councils, Citizen Corps	Develop a calendar of regional activities that support sustainability, posted	4th Quarter of fy2007 (4q07)

system to maintain affiliate volunteers in all aspects of the Emergency preparedness process.	Council Core Programs, Metro Coalition of Volunteer Centers, and VOAD agencies.	& managed on the COG website. 25% retention rate in affiliated volunteers	
5.Objective 5 – Regional Coordination Convene a more structured group to enhance the strength of the infrastructure of the region as it relates to the collaborative partners of this proposal.	Emergency Managers Offices, NCR Citizen Corps Councils, Citizen Corps Council Core Programs, Metro Coalition of Volunteer Centers, and VOAD agencies, Public Information Offices, Council of Governments.	Monthly/Quarterly meetings determined by the collaborative partners with reports produced upon completion of meetings. Documented representation by all collaborative partners	4th Quarter of fy2007 (4q07)

Project Performance Measures	Baseline Value	Target Value

1.   Objective 1 – Public Education and Awareness
   a. Measurable outcomes could include but are not exclusive to the below mentioned outcomes. Each jurisdiction will develop more outcomes based upon their specific needs.
   o   Number of education materials distributed through collaborative events, i.e. training, advertising.
   o   Number of modules developed to incorporate message into already existing trainings.
   o   % of adapted education materials developed.
	Determined by each jurisdiction	25% increase in all outcomes

2.   Objective 2 – Recruitment
   a. Measurable outcomes could include but are not exclusive to the below mentioned outcomes. Each jurisdiction will develop more outcomes based upon their specific needs.
   •   % of volunteer opportunities for emergency preparedness posted on Volunteer Centers websites
   •   Number of MOUs created with community organizations/specialized networks who could help recruit volunteers in an emergency
   •   % of volunteer prospects reachable through these MOUs
   •   Number of outreach materials designed for use with multicultural populations (Spanish language capability)
   •   Number of outreach materials designed for non traditional communities.
   •   % of volunteers recruited beyond '03 and '05
   •   Number of recruitment events in other languages or specialized populations
	Determined by each jurisdiction	25% increase in all outcomes

3.   Objective 3 – Training
   a. Measurable outcomes could include but are not exclusive to the below mentioned outcomes. Each jurisdiction will develop more outcomes based upon their specific needs.
   •   Number of newly-trained CERT volunteers
   •   Number of exercise/training experiences provided to CERTs, i.e., tabletops (output)
   •   Number of residents participating in various training programs of the CCCouncil and CCC Core Programs.
   •   Number of CCCouncil and CCC Core Program cross-trainings implemented
   •   Number of participants in cross trainings
   •   Number of other specialized trainings
	Determined by each jurisdiction	25% increase in all outcomes

4. Objective 4 – Sustainability a. Measurable outcomes could include but are not exclusive to the below mentioned outcomes. Each jurisdiction will develop more outcomes based upon their specific needs. • % of increase of ongoing communication & follow-up mechanisms developed • Number of sustainability plans developed • % of volunteers retained over a designated period of time • Number of staff members hired and trained • Number of organizations receiving barrier-free management capacity trainings	Determined by each jurisdiction	25% increase in all outcomes
5. Objective 5 – Regional Coordination a. Measurable outcomes could include but are not exclusive to the below mentioned outcomes. Each jurisdiction will develop more outcomes based upon their specific needs. • Coordinating body will meet a minimum of once each quarter • Number of reports disseminated to collaborative partners • Number of CC Councils Regional meetings that occur (minimum of once each quarter) • Number of times CCC Core Programs & affiliate programs meet regionally (minimum of once a quarter)	Determined by each jurisdiction	25% increase in all outcomes

INITIATIVE PLAN

Continuity of Efforts regarding Volunteer Management across the NCR and Continuity and enhancement of Citizen Corps Council membership and Citizen Corps Core Programs and affiliated programs and activities in the NCR, Including Alignment of plans with the Emergency Operations Plans

1. **Provide the Name of this Initiative.   Describe how this Initiative will address the priority needs and strengths identified through the program and capability evaluation, and prioritization analysis.**

   Continuity of Efforts regarding Volunteer Management across the NCR   and Continuity and enhancement of Citizen Corps Council membership and Citizen Corps Core Programs and affiliated programs and activities in the NCR, Including Alignment of plans with the Emergency Operations Plans

   • The need to continue and improve volunteer management including enhanced recruitment, training, outreach and alignment of plans came up time after time throughout the NCR Capability Review Session for Citizen Preparedness and Participation. This need was the key theme of that session, clearly indicating the importance of this effort to the NCR's ability to implement this critical task, designated a regional priority for the NCR
   • While this effort primarily supports the Citizen Preparedness critical task, it is also essential to the NCR priority critical tasks for Mass Care, Evacuation & Mass Prophylaxis, Emergency Management
   • This also supports 3 key initiatives in the NCR Homeland Security Strategic Plan under Goal 2 – Community Engagement and Goal 4- Response & Recovery
     o 2.4.1 Increase Civic Involvement in all phases of preparedness

     o 2.4.2 Operationalize and leverage volunteer resources to meet preparedness needs
     o 4.4.2 Align public, private and NGO resources with identified needs for response and recovery

2. Regional Construct: Briefly describe the geographical context of this Initiative.

This planning will be conducted across the National Capital Region.

The term "National Capital Region" means the geographic area located within the boundaries of (A) the District of Columbia, (B) Montgomery and Prince Georges Counties in the State of Maryland, (C) Arlington, Fairfax, Loudoun, and Prince William Counties and the City of Alexandria in the Commonwealth of Virginia, and (D) all cities and other units of government within the geographic areas of such District, Counties, and City.

3. Resources, Processes, and Tools: Identify the resources, processes and tools that already exist, and those that will need to be leveraged, created, or acquired for this Initiative. Briefly consider how these resources, processes and tools may be attained.

The Volunteer And Donations Management Committee previously know as the R- ESF 15 Committee has gone through re-structuring this year. For the purposes of this work, moving forward this group will be referred to as the committee. This committee has received support from ESF 6 & 8, ESF 14 and ESF15/16 for the continuation of the work started in UASI 05. The partner organizations of this committee represent at least 4 individual constituencies that have already established a collaborative process through a UASI FY05 Grant. They have been able to work together within their jurisdictions and across the regions. Some of the partners are more advanced in their regional coordination and proven infrastructure than others. Through the work of this initiative all of the partners will solidify their coordination and infrastructure so that they are an acknowledged assets in the emergency management system.

These 4 constituencies include:
-   The Citizen Corps Councils which bring together both public and private organizations in order to harness the power of every individual through education, training, and volunteer service.
-   The Citizen Corps Council Core Programs who organize government sponsored corps of trained volunteers in specific areas, including Community Emergency Response Teams (CERT), Medical Reserve Corps (MRC), Volunteers in Police Service (VIPS), Fire Corps, Neighborhood Watch, among others
-   Voluntary Organizations Active in Disaster (VOAD)– Coordinating Consortia of independent organizations that provide disaster assistance to individuals and government
-   Volunteer Centers who recruit volunteers for other organizations, including Citizen Corps and VOAD Members, as well as the management of spontaneous volunteers in an emergency and who collaborate in the NCR region through the work of the Metro-Coalition of Volunteer Centers.

The committee partners have made significant strides in the past year to operationalize coordination plans within each organization. Developing MOUs, convening all partners both public and private to establish some baseline communication and operational guidelines, begin the process of truly sharing resources both human and monetary and sharing of emerging practices. They will need to continue this development so that uniformity and cross understanding exists between all partners and jurisdictions.

- Citizen Corps Councils and the Core Programs have begun to establish regional partnerships. Further planning to assist in coordination and standardization among initiatives and programs needs to continue.
- The continuation of a regional campaign for the purposes of recruiting and training affiliated volunteers to advance the regions preparedness. Utilizing the vast market and outreach available in the NCR
- The Metro-Coalition of Volunteer Centers has a 5-year plan for the regionalization of spontaneous volunteer management. Coordination to continue efforts funded by past UASI and National VOAD for advanced spontaneous volunteer management and the establishment of Volunteer Reception Centers needs to continue. The Nonprofit Roundtable of Greater Washington will work with these parties, emergency managers and others to align plans within and amongst these communities with those of Emergency Managers. This will include attempting alignment of disparate systems to track resources under development by MD, DC & VA

4. **Governance Structure: Describe the high-level governance structure (e.g., management plan, stakeholder involvement) required for successful implementation of this Initiative.**

The Council of Governments' Volunteer and Donations Management Committee (Currently designated the R-ESF-15 Committee, soon to be re-designated R—ESF-16) would provide regional coordination while each jurisdiction would coordinate through their Office of Emergency management or Emergency Management Agency, as appropriate. The partner organizations (listed above) would continue to convene program specific working groups.
- Key stakeholders already identified include:
  o NCR Citizen Corps Councils
  o Metro Coalition of Volunteer Centers
  o MD, DC & NoVA VOADS
  o NCR Emergency Managers
  o NCR Case Mgmt Cooperative
  o NCR Nonprofit Emergency Preparedness Task Force

5. **Program Management: Explain how the Initiative relates to the overall State homeland security program, and/how it helps incorporate the three Overarching National Priorities.**

The partner organizations work with the respective local and state organizations to align Homeland Security Program goals to local jurisdictions needs and priorities. This initiative is a local reflection of the states priorities and initiatives to build up Citizen Corps Councils and Core Programs as well as to have citizens educated and prepared to act in times of an emergency. This also fits with National Priorities to increase the ability of the average citizen to respond as volunteers in an emergency.

This initiative is integral to the Overarching Priority of "Implement the National Incident Management System and National Response Plan" as Volunteer and Donations Management is a key appendix to the NRP. In order to fulfill this overarching priority, the NCR needs to conduct the specific projects defined by this initiative.

This initiative also works toward the Priority Capability of "Expanded Regional Collaboration" as it will require the input and coordination of numerous partners through the region and it comprising jurisdictions.

Additionally, this supports 3 key initiatives in the NCR Homeland Security Strategic Plan under Goal 2 – Community Engagement and Goal 4- Response & Recovery

- o 2.4.1 Increase Civic Involvement in all phases of preparedness
- o 2.4.2 Operationalize and leverage volunteer resources to meet preparedness needs
- o 4.4.2 Align public, private and NGO resources with identified needs for response and recovery

CONCEPT PAPER *Preliminary Document –* *Presented for Review and Discussion*		January 17, 2006
		Prince George's County Ofc of Emergency Management
		Reginald A. Parks, Director Cranford/Graves Fire Services Building 6820 Webster Street, Suite 113 Landover Hills, Maryland 20784 Phone: (301) 583-1899 Fax: (301) 583-1986 raparks@co.pg.md.us
Project Title:	**Personal Preparedness Kits for NCR's Impoverished Population**	**Estimated Grant Amount**	*This project is estimated at $4.5 million*
NCR Strategic Goal Alignment:	Goal 4 of the draft NCR Strategic Homeland Security Plan directs the NCR to develop *"A sustained capacity to respond to and recover from "all-hazards" events across the NCR."* This is also in alignment with the TCL- Primarily the Citizen Preparedness and Citizen Protection: Evacuation/Shelter in Place and also supporting Mass Care	**Allowability**	*Equipment purchases are explicitly allowable if tied to local and national homeland security strategic efforts, such implementing the National Response Plan (NRP) and Target Capability List (TCL) in the NCR.*

Estimated Timeline	*January 2006 – October 2007*	**Dependencies and Cost Factors:**	Cost Factors include:
			- Staff support from the P.G. OEM to coordinate project
			- Support from Localities in the execution of the project
			- Availability and pricing of the items from the Manufacturers
			- Support from key stakeholders including
			  o The R-ESF-6 Committee
			  o Emergency Management Offices
			  o Human Services Offices
			  o VOAD member agencies
			  o Red Cross WMAC Chapters

Problem Statement/Project Description:
Problem Statement:
According to the 2003 Statistics available form the Census Bureau, there are Census Data from 2003 indicates 350,000 people below poverty line in NCR, with the largest jurisdictional populations including 95,000 in DC, almost 75,000 in Prince George's County, MD and almost 60,000 in Fairfax County, VA. This figure falls represents approximately 8% of the NCR's population.

The NCR also set a 2005 goal of having 50% of NCR population prepared for emergencies. This definition of "prepared" includes each family having a preparedness kit with food, water and first aid supplies for 72 hours of Shelter-in-place.

Unfortunately, the impoverished cannot afford to purchase these preparedness kits, as they can barely put food on the table each day. How can you plan 3 days of emergency food when you don't even know how you will pay for tomorrow's food?

Project Goal:
Provide emergency preparedness kits for the NCR's impoverished population

Project Description:
The Prince George's County Office of Emergency Management in conjunction with the R-ESF-6 Committee, the NCR Emergency Managers, the American Red Cross Washington Metropolitan Area Consortium (WMAC), and other key partners will complete the following objectives against the project goal to address the above problem statement:

- Finalize the personal preparedness kit requirements.
- Prepare and distribute Requests for Quotations/Proposals for the items to be purchased
- Obtain and evaluate vendor quotes/proposals
- Contract for kits, supplies and related services
- Ensure the proper distribution is provided for these kits

Preliminary Project Plan (Tasks, Resources, Deliverables, Collaborating Partners, etc.)			
Task(s)	**Owner(s) or Collaborating Partners**	**Deliverable(s)**	**Target Date(s) or Level of Effort**
1. Finalize the personal preparedness kit requirements.	P.G. OEM in conjunction with the R-ESF-6 Committee & NCR Emergency Managers	Document defining the final list of equipment and storage requirements	1st quarter of Calendar Year 2006 (1q06)
2. Prepare and distribute Requests for Quotations/Proposals for the purchases	P.G. OEM in conjunction with the R-ESF-6 Committee & NCR Emergency Managers	Prepare and distribute Requests for Quotations/Proposals for the items to be purchased	2nd quarter of Calendar Year 2006 (2q06)
3. Obtain and evaluate vendor quotes/proposals	P.G. OEM in conjunction with the R-ESF-6 Committee & NCR Emergency Managers	Selected Quotes and Proposals, along with appropriate supporting documentation	3rd quarter of Calendar Year 2006 (2q06)
4. Contract for kits, supplies and related services	P.G. OEM in conjunction with the R-ESF-6 Committee & NCR Emergency Managers	Completed Contracts	4th quarter of Calendar Year 2006 (3q06)
5. Receive and Inspect the equipment as it comes in	P.G. OEM in conjunction with the R-ESF-6 Committee & NCR Emergency Managers	Documentation of items received and inspected	3rd quarter of Calendar Year 2007 (2q06)
6. Ensure the proper distribution is provided for these kits	P.G. OEM in conjunction with the R-ESF-6 Committee & NCR Emergency Managers	Status reports of the efforts as required by the SAA	4th quarter of Calendar Year 2007 (2q06)

Project Performance Measures		Baseline Value	Target Value
1. Have the items required for a family to shelter in place for 72 hours from a catastrophic NCR event been identified?		Preliminary lists exist, but these lists have yet to be vetted by all key stakeholders	Yes
2. Have vendors been identified for the equipment and services?		Not formally	Yes

3.	Have the equipment and services been ordered/contracted for?	No	Yes
4.	Have the equipment and services been received and accepted?	No	Yes
5.	Has the proper distribution been established for these kits	No	Yes
6.	How many impoverished families have preparedness kits?	Almost 0	300,000

INITIATIVE PLAN

Personal Preparedness Kits for NCR's Impoverished Population

1. **Provide the Name of this Initiative. Describe how this Initiative will address the priority needs and strengths identified through the program and capability evaluation, and prioritization analysis.**

   Initiative name: *Personal Preparedness Kits for NCR's Impoverished Population*
   - The need to provide personal preparedness kits for those who cannot afford it was specifically brought up multiple times in the Capability reviews for Citizen Preparedness and Participation & Citizen Protection: Evacuation and/or In-Place Protection.

2. **Regional Construct: Briefly describe the geographical context of this Initiative.**

   - This planning will be conducted across the National Capital Region, where Title 10, United States Code, Section 2674 (f)(2) provides the following definition:
     o The term "National Capital Region" means the geographic area located within the boundaries of (A) the District of Columbia, (B) Montgomery and Prince Georges Counties in the State of Maryland, (C) Arlington, Fairfax, Loudoun, and Prince William Counties and the City of Alexandria in the Commonwealth of Virginia, and (D) all cities and other units of government within the geographic areas of such District, Counties, and City.

3. **Resources, Processes, and Tools: Identify the resources, processes and tools that already exist, and those that will need to be leveraged, created, or acquired for this Initiative. Briefly consider how these resources, processes and tools may be attained.**

   - The Prince George's County Office of Emergency Management in conjunction with the R-ESF-6 Committee, the NCR Emergency Managers, the American Red Cross Washington Metropolitan Area Consortium (WMAC), and other key partners will complete the following objectives against the project goal to address this initiative:
   - Finalize the personal preparedness kit requirements:
     o Most of the preliminary requirements are already addressed in the local emergency preparedness documents. However further discussion will be required across the key stakeholders to identify whether there are any additions, deletions or alternate solutions required to finalize the list.
     o Once the list is absolutely final, the distribution requirements will need to be finalized.
   - Prepare and distribute Requests for Quotations/Proposals (RFP/RFQ) for the items to be purchased

- o Almost all of the items to be purchased are clearly defined and the RFPs and initial vendor lists should either already exist in some basic format.
  - o The project partners will leverage their vast networks to identify vendors and RFP/RFQ proposal requirements not initially identified.
- Contract for kits, supplies and related services
  - o In this step the project partners will leverage any vendor relationships and procurement vehicles to ensure the most efficient and effective delivery of these equipments and supplies.
- Ensure the proper distribution is provided for these kits
  - o The project partners have significant expertise and experience in distributing items such as these kits to their impoverished populations such as proposed for this project. This expertise will be utilized extensively for this project.

4. **Governance Structure: Describe the high-level governance structure (e.g., management plan, stakeholder involvement) required for successful implementation of this Initiative.**

- The Prince Georges County Office of Emergency Management is slated to be the project manager for this project and will manage the project to the expected timeframes and deliverables stated in the attached Concept Paper.
- The R-ESF-6 committee, in conjunction with the R-ESF-5 Committee and the Human Services working group will provide oversight of the project to ensure that the proper stakeholders are included and that progress is being made according to the plan.
- Key stakeholders already identified include:
  - o NCR Emergency Managers
  - o NCR Human Services Offices
  - o NCR VOAD member agencies
  - o American **Red Cross Washington Metropolitan Area Consortium (WMAC)**

5. **Program Management: Explain how this Initiative relates to the overall State homeland security program, and/or how it helps incorporate the three Overarching National Priorities.**

- This initiative is integral to the Overarching Priority of "Implement the National Incident Management System and National Response Plan" as Individual Citizen Preparedness is a key component of the National Response plan. A key component of NIMS is to ensure that proper resources are available to implement the NRP.
- In order to fulfill this overarching priority, the NCR needs to acquire the specific resources defined by this initiative.
- This initiative also works toward the Priority Capability of "Expanded Regional Collaboration" as it will require the input and collaboration of partners through the region and it comprising jurisdictions.
- Providing for "Increased civic involvement in all phases of disaster preparedness" was Goal 1, Object 3, Initiative 2 – "Conduct gap analysis, develop recommendations and take appropriate actions" – in the NCR Strategic Plan, updated 11/18/05. During the Strategic planning process, it was determined that ensuring adequate provisions are made for those with special needs, including the poor, was a gap in the NCR overall preparedness and needed to be addressed.

CONCEPT PAPER *Final*		December 1, 2005	
		DeLaine E. Yates, Program Chief, Prince George's County Health Department	
		1701 McCormick Drive, Largo MD 20774 301-883-7822 deyates@co.pg.md.us	
Project Title:	**SPECIAL NEEDS POPULATIONS Emergency Response Inclusion**	**Estimated Grant Amount**	$ 1 MM
NCR Strategic Goal Alignment:	**GOAL 2: Community Engagement: Emergency Preparedness—Planning, Training, Education, Equipping of Special Needs Populations**	**Allowability**	*Personnel, materials, conferences, regional meetings]*
Estimated Timeline	**2006 --2008**	**Dependencies and Cost Factors:**	Number of SNP

Problem Statement/Project Description:

Special Needs Population (mobility impaired, chronically diseased, technology dependent (dialysis, etc..) mentally challenged, medically managed, pregnant and newborns, low income, blind, deaf, cognitive issues, seniors, nursing homes, homeless, non English speaking consideration in emergency planning has been minimal. Assessment of needs to communicate, educate, equip, medicate and train needs to be undertaken. Gaps revealed as a result of the assessment should be rectified such that there is full inclusion of the Special Needs Population in emergency/disaster preparedness. Due to the lack of existing Public Health Staffing, a minimum of 3-4 personnel to administer this project should be hired or contracted and managed by the initiating agency/department/county.

Preliminary Project Plan (Tasks, Resources, Deliverables, Collaborating Partners, etc.)

Task(s)	Owner(s) or Collaborating Partners	Deliverable(s)	Target Date(s) or Level of Effort
1. Regional assessment of various Special Needs Populations (SNP).	Each jurisdiction in the national capital region, servicing managers, advocacy groups (such as NOD), hospitals, and various healthcare facilities.	Prioritization of top 10 types of special needs populations.	Spring 2006
2. Regional assessment of Emergency Response Plans to identify gaps in existing plans.	Each jurisdiction in the national capital region, servicing managers, advocacy groups (such as NOD), hospitals, and various healthcare facilities.	Gap analysis of regional plans.	Summer 2006
3. Develop emergency preparedness strategies for the prioritized special needs populations.	Each jurisdiction in the national capital region, servicing managers, advocacy groups (such as NOD), hospitals, and various healthcare facilities.	Implementation plan for the region relative to planning, training, educating, exercising, communicating and equipping special needs populations.	Fall 2006

| 4. Execute the implementation plan Emergency Response | Each jurisdiction in the national capital region, servicing managers, advocacy groups (such as NOD), hospitals, and various healthcare facilities. | ***Development of plans to ensure--SNP inclusion plans.*** Develop emergency preparedness curriculum for the prioritized SNP. ***Prepare educational material in multiple formats: audio, video, Braille, multiple languages, universal signage.*** Risk Communication: Engage in Public Information campaign using various applicable media formats--fliers, information cards, seminars, commercials, advertisements in newspapers. ***Develop training curriculum for first responders, volunteers, hospitals, servicing managers and advocacy groups.*** Provide necessary surge equipment and PPE for SNP. Provide patient tracking. ***Conduct exercises to improve preparedness of and for SNP.*** | 2006-2007 |

Project Performance Measures	**Baseline Value (CURRENT)**	**Target Value (ANTICIPATE**
1. To facilitate conferences year with special population groups	0	10 per year
2. To produce and release Public Information messages to the news media	0	6 per year
3. To produce and distribute informational and planning material to special population citizens of the NCR	0	1 Million copies (depends on the total SNS region)
4. Conduct exercises with SNP	0	2 per year
5. Conduct training for facilities, servicing managers, advocates	0	10 per year
6. Purchase equipment	0	TBD
7. Review Plans	0	33

INITIATIVE PLAN

Special Needs Populations—Community Engagement

1. **Provide the Name of this Initiative. Describe how this Initiative will address the priority needs and strengths identified through the program and capability evaluation, and prioritization analysis.**

   Initiative Name: Special Needs Populations—Community Engagement
   National Priority: Strengthen Information Sharing and Collaboration Capabilities
   Capability: Information Sharing and Dissemination
   National Priority: Strengthen Medical Surge and Mass Prophylaxis Capabilities
   Capability: Mass Prophylaxis
   Capability: Medical Surge

   Who are the Special Needs Population? They include but are not limited to the mobility impaired, chronically diseased, technology dependent (dialysis, etc..) mentally challenged, medically managed, pregnant and newborns, low income, blind, deaf, seniors, nursing homes, homeless, non English speaking.

   Special Needs Population (SNP) consideration in emergency planning has been minimal. This means that a major segment of the population in this region has **NOT** been included in the response efforts. Aside from minimal ADA compliance measures within facilities and the use of translators and information sheets in several languages, little has been done regionally to embrace and include the SNP in the **all hazards response** plans.

   There was a Special Needs Population assessment conducted here in the NCR which had a dismissal response. This area is modestly estimated at having 19.3% of the population in the category of SNP. At the assessment conducted in 2005, there were 60 participants. Much of the information that came from that assessment indicated that there was a need to share planning information; provide and conduct relevant training to responders; conduct emergency preparedness sessions with SNP and to include the SNP in all planning processes.

   This initiative attempts to rectify this exclusion by assessing all plans, training, exercises, educational curriculums, and communication mediums as they relate to the SNP. It also attempts to forever incorporate this population in to the NCR preparedness efforts by establishing multiple liaisons on all ESF teams. Adopting this initiative will greatly improve the prevention, preparedness, responseand recovery efforts of populations that did not become apparent for most of us until Hurricane Katrina. Inclusion of the SNP in planning will strengthen the medical surge and mass prophylaxis within the region.

2. **Regional Construct: Briefly describe the geographical context of this Initiative.**
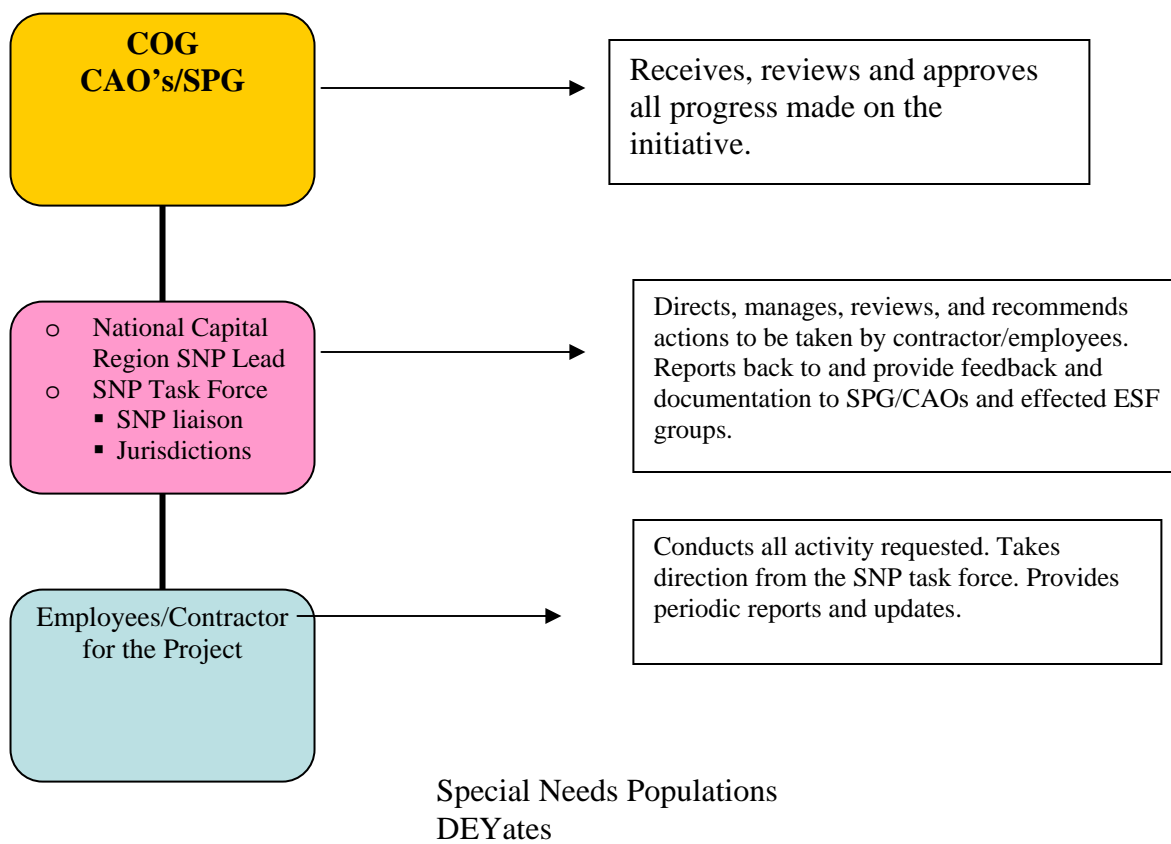
   This initiative would be regional wide-Maryland, Virginia and the District of Columbia— approximately 33 jurisdictions would benefit. There are Special Needs Populations within every jurisdiction within the National Capital Regions. A moderate estimate of the number of SNP in the NCR is 19.3% of the total population.

3. Resources, Processes, and Tools: Identify the resources, processes and tools that already exist, and those that will need to be leveraged, created, or acquired for this Initiative. Briefly consider how these resources, processes and tools may be attained.

Existing resources for the Special Needs Population relative to emergency preparedness is minimal. Our primary efforts have been aimed at non English speaking citizens and our attempts at complying with ADA requirements. From a human resource standpoint there are advocacy groups and servicing managers who typically speak for a variety of SNP. **Staff and funding** is needed to assess the SNPs needs across the region. Once the assessment has been conducted, identified gaps should result in an implementation plan to address all areas of emergency planning—preparedness, prevention, response and recovery. **Staff and funding** will be needed to implement all recommendations. **Funding** will be required to procure various equipment and devices which will be needed by each jurisdiction within the region. **Funds** will also be needed for the creation of training materials and public information documents.

4. Governance Structure: Describe the high-level governance structure (e.g., management plan, stakeholder involvement) required for successful implementation of this Initiative.

This initiative will serve the NCR. There should be the development of an SNP task force which would consist of the author(s) of the concept paper, representatives from the SNP advocacy groups, SNP and the servicing organizations. Lead county should be Prince George's County.

COG CAO's/SPG — Receives, reviews and approves all progress made on the initiative.

o National Capital Region SNP Lead
o SNP Task Force
  ▪ SNP liaison
  ▪ Jurisdictions

— Directs, manages, reviews, and recommends actions to be taken by contractor/employees. Reports back to and provide feedback and documentation to SPG/CAOs and effected ESF groups.

Employees/Contractor for the Project — Conducts all activity requested. Takes direction from the SNP task force. Provides periodic reports and updates.

Special Needs Populations
DEYates

5. Program Management: Explain how this Initiative relates to the overall State homeland security program, and/or how it helps incorporate the three Overarching National Priorities.

This initiative serves to satisfy the overarching national priority which **expands regional collaboration.** It embraces partnerships across multiple jurisdictions, regions, and states. It also allows for multiple disciplines including private and non profit organizations an opportunity for collaboration on this issue.

This initiative relates directly to all Homeland Security Program Initiatives It provides for planning, equipment, training, exercise, management and administration to enhance the emergency prevention, preparedness, response and recovery in the Washington Metropolitan National Capital Region for the Special Needs Populations.. (See Concept Paper for details).

CONCEPT PAPER *Preliminary Document –* *Presented for Review and Discussion*		January 24, 2006
		Belien Tadesse, Deputy Chief, Planning and Evaluation Division, DC Energy Office 2000 14th St. NW Suite 300E Tel: 202-673-6769 Email: belien.tadesse@dc.gov George L. Nichols Principal Environmental Planner/Energy Program Manager 777 North Capital Street, NE Washington, DC 20002 202-962-3355 gnichols@mwcog.org
Project Title:	**Public Information Dissemination Campaign to Educate the Public on Mitigating the Impacts of Energy Emergencies in the National Capital Region**	**Estimated Grant Amount**	$900,000
NCR Strategic Goal Alignment:	Goal 2: Community Engagement Objective 1: 1) Establish regional protocols for creation, coordination, and release of messages Objective 2: 1) Leverage appropriate media and methods of public outreach 2) Partner with the media to effectively provide the public with information before, during, and after events	**Allowability**	This project is allowable under UASI guidelines.
Estimated	18 Months from Receipt of Grant	**Dependencies**	Requires R-ESF #5 and

Timeline		and Cost Factors:	#14 involvement. Population size, use of different mass media outlets, use of media outlets that broadcast/print in officially recognized languages within the region

Problem Statement/Project Description:

An effective method by which to mitigate energy shortages is to conserve energy usage. During an energy emergency it is of paramount importance that the public are made aware of the energy emergency that is unfolding and what they can do to mitigate the impacts of energy shortages. The National Capital Region currently does not have a coordinated energy emergency public information campaign in place.

In line with the objective of establishing regional protocols for the creation, coordination, and release of messages, this proposal aims at:

- Reviewing the energy information dissemination protocols that jurisdictions within the NCR have
- Making recommendations to make them compatible, and
- Developing a regional energy emergency awareness campaign for voluntary and mandatory energy conservation measures that will be appropriately timed and released depending on the level of the energy emergency.

An effective regional energy emergency public information campaign would incorporate the various media outlets (TV and radio stations, newspapers, and the internet), and would incorporate the five official languages so as to reach the diverse population found in the National Capital Region. Such a public information campaign would also require establishing partnerships with the media, and leveraging appropriate methods of public outreach so as to provide the public with information before, during, and after energy emergencies.

If funded, the DC Energy Office is prepared to spear head this program in conjunction with the MWCOG and the jurisdictions within the NCR.

The proposal concept is strategically aligned to Objective 1 and 2 of the National Capital Region Goal # 2.

Preliminary Project Plan (Tasks, Resources, Deliverables, Collaborating Partners, etc.)

Tasks	Collaborating Partners	Deliverables	Target Date
1. Review public information dissemination protocols that jurisdictions within the NCR have	- DCEO a. VA Division of Energy b. MD Energy Administration c. MWCOG d. Consultant (to be identified)	A draft *Regional Public Information Dissemination Protocol Report* detailing the information dissemination protocols of energy emergencies for the various jurisdictions within the NCR, and providing recommendations for improvement as well as cohesion will be developed	Level of Effort: 20%
2. Convene a meeting with the Energy Office Directors, Emergency Liaison Officers, Energy Managers, and PIO's of the jurisdictions within the NCR and the MWCOG to discuss the information dissemination report and the recommendations made	- DCEO - VA Division of Energy - MD Energy Administration - MWCOG - Consultant (to be identified)	A meeting report will be produced, and discussions will be incorporated into the final *Regional Public Information Dissemination Protocol Report*	Level of Effort: 15%

Preliminary Project Plan (Tasks, Resources, Deliverables, Collaborating Partners, etc.)			
1. Based on the *Regional Public Information Dissemination Protocol Report* DCEO will coordinate the production of awareness campaigns for voluntary and mandatory energy conservation measures, what to do and expect during brownouts and rolling black-outs, and during fuel shortage induced odd/even days. The awareness campaign will target all the major media types (radio, print, TV, Internet) and the different officially recognized languages	- DCEO (Planning and Evaluation Division and Public Affairs Division) e. Media outlets	Energy emergency messages for the different emergency levels will be produced for TV and radio stations as well as for newspapers.	Level of Effort: 25%
2. A meeting will be convened with relevant stakeholders to field test the awareness campaigns	-Focus Groups with State Energy Office PIO's, Energy Emergency Officials/Managers, residents, small business owners, government employees, private sector employees of DC, MD, and VA	Comments provided during focus group discussions will be incorporated into the energy emergency messages	Level of Effort: 20%
3. Media outlets (TV, Radio, newspapers) will be contacted to discuss the different energy emergency levels, and the corresponding public energy messages. MOU's will be set up with the media outlets for them to play/print public messages during energy emergencies.	DCEO, MD and VA State Energy Offices, MWCOG, Media Station and Newspaper representatives	MOU's will be developed with relevant media stations and newspapers	Level of Effort: 15%
4. The final product of the awareness campaign will be delivered to DC, MD, and VA State Energy Offices, as well as the other jurisdictions	DCEO	Energy Emergency Information packages will be delivered to DC, MD, and VA state energy offices	Level of Effort: 5%

Project Performance Measures	Baseline Value	Target Value
Input measure:		
1. State Energy Offices Public Information Dissemination Protocols	0	100%
2. Number of meetings conducted	0	2

3. Number of focus groups conducted	0	5
Output Measure:		
1. Energy Emergency Messages designed for various media outlets, in different official languages, and for different energy emergency levels produced and submitted to State and local Energy Offices in the NCR	0	One complete packet for each jurisdiction within the NCR
2. MOU's developed with various media outlets to broadcast/print energy emergency messages during the different levels of energy emergencies	0	Will be determined by the final list of media outlets that will be decided upon by project stakeholders
Outcome Measure:		
1. The public is cognizant of the different energy emergency levels, and the measures required to reduce energy consumption based on the level of the energy emergency	X% (the baseline figure will be determined by a survey that will show the level of awareness prior to program launch)	75%

INITIATIVE PLAN

Public Information Dissemination Campaign to Educate the Public on Mitigating the Impacts of Energy Emergencies in the National Capital Region

1. **Provide the Name of this Initiative. Describe how this Initiative will address the priority needs and strengths identified through the program and capability evaluation, and prioritization analysis.**

   Name of Initiative: Public Information Dissemination Campaign to Educate the Public on Mitigating the Impacts of Energy Emergencies in the National Capital Region

   The program and capability evaluation identified that the NCR currently does not have a Regional Energy Emergency Public Information Campaign. In an energy emergency the most effective means by which to mitigate energy shortages is to manage demand by encouraging voluntary conservation measures, and in the event of a prolonged energy shortage, to institute mandatory conservation measures. In both cases, the public needs to have adequate information before, during, and after energy emergencies.

2. **Regional Construct: Briefly describe the geographical context of this Initiative.**

   This initiative aims to provide an effective energy emergency public information campaign for the National Capital Region.

3. **Resources, Processes, and Tools: Identify the resources, processes and tools that already exist, and those that will need to be leveraged, created, or acquired for this Initiative. Briefly consider how these resources, processes and tools may be attained.**

The MWCOG recently completed a Comprehensive Regional Energy Plan and one of the policy recommendations made in this document was the need to develop a Regional Public Information Campaign for Energy Emergencies. The following are resources, processes, and tools that need to be created and/or leveraged for this initiative:

- A Regional Public Information Dissemination Protocol
- MOU's with various media sources to disseminate information before, during, and after energy emergencies
- Voluntary and mandatory conservation messages designed for various media outlets

4. **Governance Structure: Describe the high-level governance structure (e.g., management plan, stakeholder involvement) required for successful implementation of this Initiative.**

The DC Energy Office together with the existing Council of Governments Energy Policy Advisory Committee's ESF#12 will govern this initiate. The Committee consists of representation from the local governments, state energy and regulatory agencies, utilities, and energy distributors. A detailed work program will be prepared by the DC Energy Office in conjunction with the MWCOG and with energy officials/managers in jurisdictions within the NCR.

5. **Program Management: Explain how the Initiative relates to the overall State homeland security program, and/how it helps incorporate the three Overarching National Priorities.**

This initiative is directly related to the priority capability "Intelligence/information sharing and dissemination". Providing a clear and coordinated regional information campaign to the public during energy emergencies will aid in responding to and recovering from the impacts of energy shortages that may result from terrorist activities, or natural calamities.

CONCEPT PAPER *Preliminary Document –* *Presented for Review and Discussion*		**Jan. 27, 2006**
		Merni Fitzgerald **Chair, RESF-14/Director,** **Office of Public Affairs, Fairfax County**
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Project Title:	**Regional Marketing Campaign for the NCR's Alert and Notification Systems**	**Estimated Grant Amount**	*900,000*
NCR Strategic Goal Alignment:	*Goal 2, Objective 1, Initiative 2, "Integrated System to Alert/Notify/Inform"; Goal 2, Objective 1, Initiative 3, "Special Needs Communication"*	**Allowability**	These costs are allowable under '06 HSGP
Estimated Timeline	*May 2006 – Jan. 2008*	**Dependencies and Cost Factors:**	

Problem Statement/Project Description:

When al-Qaeda bombed the London subway last July, frightened Britons paralyzed the nation's cell phone networks for three hours, trying to reach family, friends and colleagues. Even some landline networks experienced congestion due to the high call volume.

Turning to the radio, UK officials broadcast an ad hoc solution to this communications logjam—telling Londoners to send text messages using cell phones, pagers or PDAs.

Unlike London, the National Capital Region already offers its more than four million residents an official text alert and notification system. However, this communications technology will fail to perform its function if the public isn't connected.

While most NCR jurisdictions have deployed the Roam Secure system, relatively few residents have signed up for this free, timely source for emergency information. Therefore, the NCR requires a regional marketing campaign to boost subscriptions, maximizing its investment in this system.

Arlington County demonstrates the significant need. Always an early adopter of new technology and best practices, the county was the first NCR jurisdiction to provide the alert system to its residents. Three years later, less than seven percent of the county's daytime population has subscribed—despite the county's aggressive promotion of Arlington Alerts. Like other NCR jurisdictions, Arlington promotes its system without a budget, relying solely on earned media and community outreach. (D.C. is an exception, receiving state funding for a very brief six-week marketing campaign in 2004. Yet, its system claims 18,500 subscribers, as noted by the Washington Post in a Jan. 25 story.)

While individual NCR jurisdictions could increase their own budgets to promote their alert system, there is a compelling reason for a *regional* marketing campaign. Many NCR residents work in one jurisdiction but live in another. Residents therefore should be encouraged to sign up for multiple systems, and a coordinated, regional marketing campaign is needed to drive residents to single destination to subscribe.

Furthermore, a regional marketing campaign will extend the recently concluded "Be Ready. Make a Plan." campaign. The campaign's baseline research indicated that almost half of NCR residents didn't know where to turn for official information during an emergency.

This project would conduct market research to understand any barriers to subscription, what motivates subscription, and what the public's expectations and desires are for this system. (Research will be conducted with both people with and without disabilities.) This regional marketing campaign also would establish a single online destination for NCR residents to sign up for multiple systems, and the campaign would conduct regional print and electronic advertising.

By partnering with the NCR's Disability Preparedness Initiative, this project would engage in targeted advertising outreach the region's "special needs" population. Last year, the initiative identified its top priority as the need for people with disabilities "to know about easily accessible ways to receive and initiate communications about emergencies." (To meet this challenge, the National Organization on Disability is already encouraging its members to sign up for text alert systems, but they are not publicizing the NCR's systems.)

Text alert systems are accessible to people with disabilities. Many people who are blind or deaf already use e-mail as an alternative form of communication, and there are cell phones and pagers available that use software to convert text to speech or connect to a relay system.

To be prepared for disaster, residents must "respond to an incident with appropriate and practical steps to safeguard their health and property," according to the U.S. Department of Homeland Security's as it defines the outcome for the "Citizen Preparedness and Participation" capability.

To achieve this outcome, the public needs timely access to emergency information, such as provided by the NCR's alert systems. The NCR's review of the preparedness capability reiterates the need for technology to rapidly contact the populace. (The NCR already ask residents to get emergency alerts from traditional media, such as radio and TV. However, the text alert systems are the fastest, most efficient means for "unfiltered" communication with the public. The fact the NCR review identified the need for more technology demonstrates that these alert systems haven't achieved maximum penetration with the public.)

If funded, this project will strengthen this capability. In fact, DHS' Universal Task List identifies "developing community wide automated public alerts and warnings" as a critical task associated with this capability. Furthermore, this project is a top

priority as identified by the NCR's Strategic Plan (Goal 2, Objective 1, Initiative 2, "Establish or enhance a system of systems for emergency warn, alert, notification, and inform; and Goal 2, Objective 1, Initiative 3, "Identify and enhance methods for targeted communication to reach populations with special needs.")

Preliminary Project Plan (Tasks, Resources, Deliverables, Collaborating Partners, etc.)

Task(s)	Owner(s) or Collaborating Partners	Deliverable(s)	Target Date(s) or Level of Effort
1. Conduct baseline market research	RESF-14/NCR Disability Initiative	Market research	May 2006 – Jan. 2007
2. Message and Web site development for single location to subscribe to multiple systems. Site will be accessible to people with disabilities.	RESF-14/NCR Disability Initiative	Messages/Web site	Jan – Dec. 2007
3. Regional advertising	RESF-14	Print and electronic advertising	Jan. 2007 – Jan. 2008
4. Targeted advertising and outreach to people with disabilities	RESF-14/NCR Disability Initiative	Targeted print and electronic advertising and collateral materials	Jan. 2007 – Jan. 2008
5. Conduct research to evaluate campaign's success	RESF-14/NCR Disability Initiative	Market research	Jan. 2008

Project Performance Measures	Baseline Value	Target Value
1. Campaign awareness (assuming full funding)	0	500,000 impressions
2. Increased number of subscriptions from regional baseline (assuming full funding.)	N/A	.002 percent (of NCR pop.)
3. Web site for regional subscription	0	1

INITIATIVE PLAN

Regional Marketing Campaign for the NCR's Alert and Notification Systems

Not Available

CONCEPT PAPER

Preliminary Document –
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	Jan. 27, 2006
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	12000 Government Center Parkway, **Suite 551,** **Fairfax, VA 22035** **Tel: 703-324-3189** **Merni.Fitzgerald@fairfaxcounty.gov**

Project Title:	**Extend community outreach for the "Be Ready. Make a Plan." campaign**	**Estimated Grant Amount**	*$1,000,000*
NCR Strategic Goal Alignment:	*Goal 2, Objective 4, Initiative 1, "Increase Civic Involvement in all phases of disaster preparedness"*	**Allowability**	These costs are allowable under '06 HSGP
Estimated Timeline	*May 2006 – Jan. 2008*	**Dependencies and Cost Factors:**	

Problem Statement/Project Description:

AIDS, smoking, and obesity—these are threats to American's health, and for this reason, local, state and federal governments have conducted numerous public education campaigns about these dangers.

What have public officials and others learned from these campaigns that apply to terrorism, the new threat our nation's populace? Behavior change doesn't occur overnight, and educational efforts to change behavior must be sustained. Public education campaigns must continue over time to increase the number of people who adopt a desired behavior. However, campaigns must also be sustained to encourage those who have adopted a positive behavior from quickly abandoning it.

Anti-smoking efforts vividly prove the point. In 2003, Minnesota, for example, dramatically slashed funding for its anti-tobacco advertising aimed at teens. Within six months, youth susceptibility to smoking increased by 22 percent, according to the U.S. Centers for Disease Control. Similar declines occurred in California, but the state reversed these trends after reinstated funding.

The National Capital Region faces a comparable challenge as we work to maintain—and increase—personal disaster preparedness. The region's recently concluded "Be Ready. Make a Plan." campaign boosted personal preparedness, but this campaign must be sustained. In fact, the campaign was designed with "evergreen" elements, so the campaign could be continued.

Therefore, this project proposes to fund these evergreen elements, providing the region's Citizen Corps and volunteer organizations with the collateral materials and tools for community outreach. The need for these materials to support preparedness training was recognized in a capability review of citizen preparedness. The region needs more resources to conduct citizen outreach, training that embraces emergency preparedness information and training for advocacy groups, nonprofits and others.

Because the Z-cards were the most popular and effective collateral material from the campaign, this project will produce more Z-cards and translate them into other languages. (The Z-cards were produced in Spanish, but not other languages.) The Citizen Corps can continue to distribute the cards at individual preparedness trainings and community events, such as the Joint Utility Discount Day. The campaign's Web site also needs a permanent home, as well as to be updated with new information and features.

Targeted print and online advertising, which was used during the campaign, will be continued in community and minority newspapers. This project will also partner with local utilities to distribute inserts about emergency preparedness in customer's bills. (These stuffers designed but never used during the campaign.)

Finally, this project will develop a preparedness "toolkit" for use by businesses, nonprofits and faith groups. The toolkit, which will be offered in print and online, will be created by adapting the training manuals created for the campaign. For example, the toolkit could offer a checklist of emergency supplies, sample newsletter articles about preparedness, a flyer about the region's text alert systems, and a request form for preparedness trainings. (Fairfax County has already successfully conducted outreach to interfaith groups using such a toolkit.)

(The target audience for these materials is the general public, but this project will partner with the NCR Disability Initiative and/or the National Organization on Disability where possible. Please note the NCR has FY'05 UASI funds to extend this campaign to special needs.)

The public, not just governments, play an important role in preparing our region and our nation for a disaster. They must prepare for all-hazards, and practice shared responsibility for neighborhood and community disaster planning, according to the U.S. Department of Homeland Security's definition of the desired outcomes for the "Citizen Preparedness and Participation" capability.

If funded, therefore, this project will strengthen the NCR's "Citizen Preparedness and Participation" capability, as defined by the Department of Homeland Security. Furthermore, this project is a top priority as identified by the NCR's Strategic Plan—specifically Goal 2, Objective 4, Initiative 1, "Increase Civic Involvement in all Phases of Disaster Preparedness."

Preliminary Project Plan (Tasks, Resources, Deliverables, Collaborating Partners, etc.)

Task(s)	Owner(s) or Collaborating Partners	Deliverable(s)	Target Date(s) or Level of Effort
1. Reprint Z-cards.	Citizen Corps/RESF-14	Z-cards	May – Dec. 2006
2. Maintain and update campaign Web Site.	RESF-14	Web site—updated and maintained	May 2006 – Jan. 2008
3. Use targeted print ads in ethnic and community newspapers.	RESF-14/Citizen Corps	Print advertising	Sept. 2006 – Jan. 2008
4. Print utility bill inserts.	RESF-14	Utility bill inserts	Jan. 2007 – Jan. 2008
5. Develop preparedness "toolkit"	RESF-14/Citizen Corps	"Toolkit"—print and online	Jan. 2007 – Jan. 2008

Project Performance Measures	Baseline Value	Target Value
1. Number of Z-cards distributed (assuming full funding)	0	150,000
2. Web site maintained and updated	No	Yes
3. Advertising impressions generated (assuming full funding)	0	1 million
4. Utility bill inserts (assuming full funding)	0	1 time per year, with participating utilities
5. Preparedness toolkit developed (assuming full funding)	0	1

INITIATIVE PLAN

Extend community outreach for the "Be Ready. Make a Plan." campaign

Not Available

CONCEPT PAPER ***Preliminary Document – Presented for Review and Discussion***	**Jan. 27, 2006**
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Project Title:	**Implement the NCR's strategic communications plan by engaging the media**	**Estimated Grant Amount**	*$450,000*
NCR Strategic Goal Alignment:	*Goal 2, Objective 2, Initiative 2, "Engage the Media"*	**Allowability**	These costs are allowable under '06 HSGP
Estimated Timeline	*May 2006 – Jan. 2007*	**Dependencies and Cost Factors:**	

Problem Statement/Project Description:

The NCR's recently completed "Be Ready. Make a Plan." campaign revealed that the region's residents want more information—both about how they and their governments can prepare for disaster.

In the wake of Hurricane Katrina, there is an ever greater need for this information. Public confidence in local governments' ability to respond to a disaster has dropped, according to post-Katrina research conducted by New York University's Center for Catastrophe Preparedness and Response. The center's public opinion surveys also indicated that Americans think the federal government is largely unprepared for a terrorist bombing, hurricane or a flu epidemic.

In the NCR, the news media has reflected the public's concern. The Washington Post, for example, published an article that stated "another major terrorist strike would result in the kind of chaos and confusion seen along the Gulf Coast after Hurricane Katrina." The DC Examiner ran an editorial titled, "Regional Plan? What Plan?"

It is clear from pointed questions like these that many members of the public and the media remain unaware of the NCR's disaster preparations. Therefore, the Senior Policy Group and Chief Administrative Officers approved the development of a regional strategic communications plan last December. This plan will inform the public and the media about the NCR's ongoing homeland security preparations.

The plan, which is not developed yet, will be written by a contactor, using FY'05 UASI grant monies. However, no funds have been appropriated to implement the plan. Money is needed for two purposes—to hire a public relations contactor to execute the plan and to pay for the creation of any collateral materials, advertising or community outreach activities called for by the plan.

The region's public and private sector information officers neither have the time nor the budgets to implement this communications plan. They serve their governments', nonprofits' and businesses' daily communication needs—taking on regional homeland security activities in addition to their daily duties.

However, the public must be credibly educated about threats to their safety and property—and they must learn more about their neighborhood, school, workplace and community emergency plans, according to the U.S. Department of Homeland Security capability definition for "Citizen Preparedness and Participation."

Not only did the region's review of this capability specifically cite the need for a public relations contractor, but also the review clearly stated that more staff and resources in general are needed for citizen outreach.
If funded, this project therefore will strengthen the NCR's "Citizen Preparedness and Participation" capability. DHS' Universal Task List states that critical tasks associated with this capability are to "plan, conduct and evaluate public education programs for prevention, preparedness, response and recovery" (Pro.C.3.3.1). Furthermore, this project is a top priority as identified by the NCR's Strategic Plan (Goal 2, Objective 2, Initiative 2, "Engage the media.")

Preliminary Project Plan (Tasks, Resources, Deliverables, Collaborating Partners, etc.)			
Task(s)	**Owner(s) or Collaborating Partners**	**Deliverable(s)**	**Target Date(s) or Level of Effort**
Hire a public relations contractor	RESF-14	Hired Contractor implements communications plan	May – Jan. 2007

Project Performance Measures	**Baseline Value**	**Target Value**
Communications plan fully funded and implemented	0	100 percent

INITIATIVE PLAN

Implement the NCR's strategic communications plan by engaging the media

Not Available

# CONCEPT PAPER *Preliminary Document –* *Presented for Review and Discussion*	1/17/06
	Chuck Bean, Executive Director, The Nonprofit Roundtable of Greater Washington
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Project Title:	**Ensure Plans, Procedures and IT Systems for coordination between Emergency Management and 211 for Emergency Info and Referral**	**Estimated Grant Amount**	*TBD- Estimated at between $100k and $150k*
NCR Strategic Goal Alignment:	Goal 2, Objective 1, Initiative 2: System of Systems for Emergency Information	**Allowability**	*[See instructions to confirm allowability; attach separate sheet if necessary]*
Estimated Timeline	*May 2006 – October 2007*	**Dependencies and Cost Factors:**	*Cost Factors include:* - 1/4 FTE consultant to work with the NCR 211 providers and Emergency Management to coordinate this effort - Covering the costs of the NCR 211 providers to execute this effort - Covering to cost of the Roundtable to Manage this grant - Configuring the NCR 211 Database to accept and manage NCR Emergency Management Information and integrating with the NCR Info Hub - Continued data maintenance of the NCR 211 database

Problem Statement/ Project Description

In their 2002 report about the Washington region's safety net after September 11, the Brookings Institute concluded that that philanthropic, social service, and unemployment agencies in the Washington metropolitan area made exceptional efforts to meet the needs of dislocated hospitality-industry workers after September 11th, but many struggled to *connect* to services.

The problem, the Brookings Institute concluded, was that the "current information and referral network in the region is disjointed, complex, and haphazard." There was a confusing array of hotlines for help – all with ten-digit numbers starting with area codes 202, 301, 703 (and more) but with no number having enough prominence in the regional media market or within the region's social service community.

To strengthen the region's safety net and to provide a better mechanism to connect residents with the services they need, Brookings called for the establishment of a regional 2-1-1 hotline. Their conclusion: "Local jurisdictions should collaborate to create a 211 system, a regional information and referral network" and "Residents would clearly benefit therefore from a system providing a single access point into the region's social-services network as well as increased service coordination, both under normal circumstances as well as in a possible future emergency."

"If a regional 2-1-1 information and referral system had been in place last September 11, the number could have been featured on newscasts and in other media focused on *crisis response and recovery*. Indeed, the Connecticut 211 system (the first statewide system), was a widely used resource after September 11, linking victims' families with assistance and maintaining a database with September 11th – related services."

211 information and referral services also provided great value to the public in numerous disasters since 2001, including 9/11 in Connecticut, the Columbia Shuttle Disaster in TX, 2004's 4 hurricanes in FL and this year's hurricanes in LA, TX and FL. These were the primary hotlines used by the public to gain information and referrals to emergency services during response and recovery.

The FY05 UASI grant for 'A National Capital Region Integrated 2-1-1 Data Base – From Prototype to Production" will allow for this unified 2-1-1 database to exist across the NCR.

However, we learned during the response to Hurricane Katrina in both the NCR and in LA, that greater coordination is needed between Emergency Management and 2-1-1 providers. The goal is to ensure that Plans, Procedures and IT Systems are in place to allow for coordination between Emergency Management and 211 for Emergency Information and Referral to/from the public.

TO achieve this, the 2-1-1 team's key tasks under this project will be:

A- Work with local and state Emergency Management to ID how to get data from them regarding Emergency Services in the event of a catastrophic emergency in the NCR, including:

        1- Identify Best practices in this arena

        2- Identify existing capabilities in this arena

        3- Identify any security and/or sharing requirements around this I&R Data with Emergency Management

B- Identify the Systems requirement for the data transfer to facilitate getting/transmitting the I&R Information from Emergency Management

C -Develop any system enhancements required to handle this data including the Interfaces and data segregation requirements

D-Identify and implement any related updates for maintenance & refinement of I&R Data and database

Preliminary Project Plan (Tasks, Resources, Deliverables, Collaborating Partners, etc.)

Task(s)	Owner(s) or Collaborating Partners	Deliverable(s)	Target Date(s) or Level of Effort
1. Develop Plans Policies and Procedures for data sharing between Emergency Management and the NCR 2-1-1 Database	2-1-1 Providers in conjunctions with the Nonprofit Roundtable, United Way of America (UWA) and the NCR Emergency Managers	- Plans Policies and Procedures for data sharing between Emergency Management and the NCR 2-1-1 Database	4th Quarter of 2006
2. Identify the Systems requirement for the data transfer to facilitate getting/transmitting the I&R Information	2-1-1 Providers in conjunctions with the Nonprofit Roundtable, United Way of America (UWA) and the NCR	Report of requirements for data transfer	1st Quarter of 2007

from Emergency Management	Emergency Managers		
3. Develop any system enhancements required to handle this data including the Interfaces and data segregation requirements	2-1-1 Providers in conjunctions with the Nonprofit Roundtable and United Way of America (UWA)	Working Systems for the data transfer	2nd Quarter of 2007
4. Identify and implement any related updates for maintenance & refinement of I&R Data and database	2-1-1 Providers in conjunctions with the Nonprofit Roundtable and United Way of America (UWA)	Report of progress made on updates to the database	4th Quarter of 2007

Project Performance Measures	Baseline Value	Target Value
1. Have Plans, processes and procedures for Data transfer between Emergency Managers and the 211 Database	none	Completed by 4q07
2. Successful data exchange accomplished between Emergency Management and the NCR 211 Database.	none	Completed by 4q07
3. Successful Updates during response & recovery of data shared between Emergency Management and the NCR 211 Database	none	Completed by 4q07
4. Successful retirement of Emergency Management data, after the recovery phase of an emergency ends	none	Completed by 4q07

INITIATIVE PLAN

Ensure Plans, Procedures and IT Systems for coordination between Emergency Management and 211 for Emergency Info and Referral

1. **Provide the Name of this Initiative. Describe how this Initiative will address the priority needs and strengths identified through the program and capability evaluation, and prioritization analysis. Suggest Search & Replace 211 with 2-1-1**
   Initiative name: *Ensure Plans, Procedures and IT Systems for coordination between Emergency Management and 211 for Emergency Info and Referral*
   - The need to ensure coordination between 211 and emergency management was specifically brought up in the Capability review for Citizen Preparedness.

   The National Response Plan (NRP) created a new Emergency Support Function, the New ESF-15 – External Affairs, which includes a requirement for "Using a broad range of resources to disseminate information", such as a hotline for people to call for information & referral for emergency support and services.   In the NCR, the 211 systems are being designed to be available for such information & referral. Accordingly, in order to be in compliance with National Incident Management System (NIMS)the NRP and the Planning Capability of the Target Capabilities List (TCL) this project must be executed so that 211 can reliably have the emergency information.

2. Regional Construct: Briefly describe the geographical context of this Initiative.

- This planning will be conducted across the National Capital Region, where Title 10, United States Code, Section 2674 (f)(2) provides the following definition:
    - o The term "National Capital Region" means the geographic area located within the boundaries of (A) the District of Columbia, (B) Montgomery and Prince Georges Counties in the State of Maryland, (C) Arlington, Fairfax, Loudoun, and Prince William Counties and the City of Alexandria in the Commonwealth of Virginia, and (D) all cities and other units of government within the geographic areas of such District, Counties, and City.

3. Resources, Processes, and Tools: Identify the resources, processes and tools that already exist, and those that will need to be leveraged, created, or acquired for this Initiative. Briefly consider how these resources, processes and tools may be attained.

The Nonprofit Roundtable of Greater Washington, in conjunction with the NCR regional 211 service providers (Northern VA Regional Commission, DC 211Answers Please! and United Way of Central MD), the NCR Emergency Managers and other key partners will complete the following objectives to address this project's goals (?):·

- A- Work with local and state Emergency Management to ID how to get data from them regarding Emergency Services in the event of a catastrophic emergency in the NCR, including: locations of shelters and public emergency supply distributions points, and cautions and warnings. 2-1-1 call centers will also feed collected information on areas of need to Emergency Services.
    This project will take advantage of the resources already in place, including:
    - o Identify Best practices in this arena
    - o Identify existing capabilities in this arena
        - This would include systems already under development, including the NCR Interoperability hub and Web EOC, if where either system might be applicable. Should these existing tools not be applicable, we will pursue other channels to utilize existing technology to simplify this effort
    - o Identify any security and/or sharing requirements around this I&R Data with Emergency Management
- B- Identify the Systems requirement for the data transfer to facilitate getting/transmitting the I&R Information from Emergency Management
    - o Where such systems are already in place, such as the NCR Interoperability Hub and WebEOC, we will completely capitalize on such systems. Should these existing tools not be applicable, we will pursue other channels to utilize existing technology to simplify this effort
- C -Develop any system enhancements required to handle this data including the Interfaces and data segregation requirements
    - o Our goal is to almost exclusively utilize existing systems to make this occur and minimize system enhancements to the greatest extent possible.
- D-Identify and implement any related updates for maintenance & refinement of I&R Data and database
    - o Our goal is to almost exclusively utilize existing systems to make this occur and minimize system enhancements to the greatest extent possible.

4. **Governance Structure: Describe the high-level governance structure (e.g., management plan, stakeholder involvement) required for successful implementation of this Initiative.**
   - The Nonprofit Roundtable of Greater Washington is slated to be the manager for this project and will manage the project to the expected timeframes and deliverables stated in the attached Concept Paper. The Roundtable has successfully managed an FY03 UASI grant to completion and is currently successfully managing an FY05 UASI grant as well.
   - The NCR 211 working group and the Human Services working group will provide oversight of the project to ensure that the proper stakeholders are included and that progress is being made according to the plan. The 2 working groups should include representatives from most, if not all key stakeholder constituencies
   - Key stakeholders already identified include:
     - NCR 211 service providers
     - NCR Emergency Managers
     - NCR R-ESF14/15 Committee – Public Information/External Affairs
     - NCR Human Services Offices
     - NCR VOAD member agencies

5. **Program Management: Explain how this Initiative relates to the overall State homeland security program, and/or how it helps incorporate the three Overarching National Priorities.**
   - This initiative is integral to the Overarching Priority of "Implement the National Incident Management System and National Response Plan (NRP)" as the NRP created a new Emergency Support Function, the New ESF-15 – External Affairs, which includes a requirement for "Using a broad range of resources to disseminate information", such as a hotline for people to call for information & referral for emergency support and services. In the NCR, the 211 systems are being developed to be available for such information & referral.
   - Accordingly, in order to be in compliance with NIMS, the NRP and the Planning Capability of the TCL, this project must be executed so that 211 can reliably have the emergency information.
   - This initiative also works toward the Priority Capability of "Expanded Regional Collaboration" as it will require the input and collaboration of partners through the region and the jurisdictions that comprise it.
   - Providing for a "System of Systems for Emergency Information" was a specific initiative - Goal 2, Objective 1, Initiative 2– "System of Systems for Emergency Information" – in the NCR Strategic Plan, updated 11/18/05. During the Strategic planning process, it was determined that ensuring adequate avenues, such as 211, for getting messages to/from individuals and the public, in response and recovery from Disasters, especially Terrorist events, was an identified gap in the NCR overall preparedness and needed to be addressed ASAP.

CONCEPT PAPER *Preliminary Document –* *Presented for Review and Discussion*	**January 27, 2006**
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Project Title:	**Increasing Special Needs Involvement in NCR Disaster Preparedness: building sustainable capacity for sheltering-in-place, evacuation, and mass care**	**Estimated Grant Amount**	$1,500,000
NCR Strategic Goal Alignment:	**Goal 2, Objective 4, Initiative 1: Increase civic involvement in all phases of disaster preparedness** **Related Outcome Statement: People with special needs are fully integrated into preparedness and planning activities** **Target Capabilities**: 1. Citizen Preparedness and Participation: Develop "Specialized" skills, knowledge, abilities for those with special needs living in a high-threat area 2. Citizen Protection: Safe and effective sheltering-in-place of an at-risk population, and organized evacuation to areas of safe refuge 3. Mass Care (Sheltering, Feeding and Related Services): Organizations serving people with special needs take more responsibility for sheltering and specialized medical/personal care 4. Planning: Develop capacity for the additional planning needed to achieve goals identified in NCR/UASI strategy	**Allowability**	*Hiring full or part time staff or contactors/consultants is allowable for training and/or exercise costs.* *Using funds for developing and enhancing plans and protocols, and developing or conducting assessments are allowable planning costs.* *Using funds for meeting related expenses is an allowable management and administrative expenditure*
Estimated Timeline	June 2006 to October 2007	**Dependencies and Cost Factors:**	*Cost Factors Include:* • 6 new FTE positions for NCR-based national special needs organizations • 6 new ½ FTE positions for NCR local special needs organizations • Website design and maintenance • Staff support from Disability Preparedness Center to coordinate project • Revising plans and conducting practices and exercises

Problem Statement/Project Description:

Problem Statement:

Recent disaster experience in Florida, Mississippi, Louisiana, Texas, and California, as well as in many other places, shows that more disaster preparedness is needed for organizations like nursing homes, group homes, and providers of home health care that serve people with disabilities or other special needs (DSN). The National Capital Region is vulnerable to hurricanes and other natural dangers, and is probably the most likely U.S. target for terrorist attacks, including radiological, biological, and chemical attacks. The congested urban character of the NCR and problems with transportation heighten the danger for all NCR residents, but especially for people with DSN who are most vulnerable to the effects of a widespread disaster. Organizations housing people with DSN in the NCR (or providing other services) are not sufficiently prepared to shelter in place the people they serve, or to evacuate them to a place of safety and shelter. In general, special needs groups and individuals are not sufficiently involved in local or regional disaster preparedness, especially planning and exercises, and do too little personal or group planning to increase their private readiness for disasters.

Emergency planners and responders in the NCR lack the resources and skills to work with the many DSN organizations in the NCR to help DSN groups and individuals prepare to evacuate or shelter in place. DSN advocacy groups and service provider organizations in the NCR lack the staff, financial resources, and expert advice to plan and practice sheltering in place or evacuating from a congested urban region which is also a likely target of terrorist attacks. They also lack an organized voice to efficiently and regularly represent the interests of groups and individuals with DSN in public preparedness planning processes.

A solution to this problem of inadequate civic involvement in all phases of disaster preparedness by special needs groups and individuals in the NCR could serve as a national model that is adaptable to the other UASI areas, and applied nationwide.

Project Goal:

Create a representative consortium of DSN advocacy groups and service providers with national outreach and local NCR focus to

- Prepare DSN organizations in NCR jurisdictions to shelter in place or evacuate those they serve
- Support consortium members to conduct exercises to shelter in place or evacuate to a distant shelter
- Organize regular participation by Consortium representatives in NCR and jurisdictional preparedness planning processes
- Serve as a model for other UASI areas and the nation

Project Description:

The Disability Preparedness Center, in conjunction with ESF Committees 5 and 6, will complete the following measurable objectives to achieve the outcomes needed to practically address the stated problem:

1. Form a Consortium for Community Preparedness comprised of 6 national DSN organizations with 12 local affiliates in the NCR, plus 6 independent local DSN organizations (Total: 24 organizations)
2. Provide the funding needed by these organizations to hire staff or allocate staff time, make plans, participate in community planning, and carry out shelter in place and evacuation exercises
3. Develop and implement a Community Centric Model of Special Needs Preparedness that emphasizes individual and organizational responsibility in a catastrophe, and involvement in disaster preparedness
4. Form an inter-organizational Staff Coordinating Committee to enable individual organizations to plan and practice organizational preparedness activities, and participate in community and NCR planning
5. Plan and conduct 24 shelter in place and evacuation exercises, one for each organization
6. Evaluate the project and prepare next steps for second year in which participation is expanded to 48 organizations.

Preliminary Project Plan (Tasks, Resources, Deliverables, Collaborating Partners, etc.)			
Task(s)	**Owner(s) or Collaborating Partners**	**Deliverable(s)**	**Target Date(s) or Level of Effort**
1. Consult with leaders of National disability or special needs (DSN) organizations such as Arc of the U.S.	DPC + 6 DSN organizations	Establish Consortium Leadership Committee (CLC) and plan the Consortium for Community Preparedness (CCP)	**(Assuming a Start Date of June 1, 2006)** July 15 2006
2. Begin funding CLC organizations to establish and operate CCP and implement shelter and evacuation activities	DPC	CLC member organizations hire or support staff person for CCP-related work, set budget, and form inter-organization staff coordinating committee (SCC)	July 31
3. Establish CCP website	DPC + CLC	Website up and operating	July 31
4. CLC organizations each select two affiliates from main NCR jurisdictions to be participating NCR members; DPC selects 6 local NCR not-for-profit DSN organizations	DPC + CLC	Establish the Consortium of 6 + 12 + 6 = 24 total organizations, hold first meeting; set priorities, strategies, and tasks for member organizations; and budgets for tasks by local members	August 1 to September 30
5. Develop community centric logic model of DSN preparedness	DPC + CLC	Model completed, presented to CCP for acceptance as official CCP policy; revised and accepted	August 1 to September 30
6. CCP 6 local member organizations hire or support staff person for CCP-related work; develop own sheltering and evacuation plan	6 local members + SCC + DPC	Staff person hired or staff time allocated to project; budget finished; draft plans for sheltering and evacuation completed and delivered to DPC	Sept 7 to Nov 15 2006
7. Begin funding 6 new NFP/DSN members	DPC	6 local members support ½ FTE positions, set budget	Oct 2006 to Sept 2007
8. Provide technical assistance to 18 NCR CCP member organizations	SCC	Site-specific plans for evacuating and sheltering in place developed with each Consortium member and submitted to DPC	Oct 2006 to Sept 2007

9. CCP implements Community Centric Preparedness Logic Model	The Consortium + DPC	Reports from member organizations that planned actions to shelter in place and evacuate have each been practiced once and evaluated/revised	Jan 2007 to July 2007
10. CCP evaluates project success and plans Next Steps to expand and extend participation in subsequent years	DPC + CLC + SCC	Strengths and weaknesses of planning and practices reported, including number of individuals with DSN actively involved, and Next Steps to make process self-sustaining identified	Mar 2007 to Sept 2007

Project Performance Measures	**Baseline Value**	**Target Value**
1. Does a regular organization of advocacy groups and service provider organizations serving people with disabilities or other special needs exist to help organizations and individuals prepare to shelter in place or evacuate on their own, or to take part in public preparedness planning processes?	Not at present; informal links only	Yes
2. Are disability and special need organizations funded sufficiently to enable them to have the staff and other resources needed to really prepare to evacuate or shelter in place, and to take part in community preparedness activities?	Very few	Yes
3. Does a conceptual planning model exist to guide community-centered planning for DSN preparedness emphasizing individual responsibility and organizational responsibility?	No	Yes
4. Has a website been established to facilitate organized development of sustainable involvement in disaster preparedness for DSN organizations, groups, and individuals in the NCR?	No	Yes
5. Is an inter-organizational Staff Coordinating Committee established and funded to lead organizational planning and participation in all phases of local and NCR disaster preparedness planning?	No	Yes
6. Have 24 leading DSN organizations in the NCR been supported to conduct shelter in place and evacuation exercises, and have conducted them?	No	Yes
7. Is there a tested plan to expand participation in shelter in place and evacuation exercises by DSN groups and individuals in the NCR that can serve as a national model for other UASI areas and for the nation as a whole?	No	Yes

INITIATIVE PLAN

Increasing Special Needs Involvement in NCR Disaster Preparedness:
building sustainable capacity for sheltering-in-place, evacuation, and mass care

1. **Describe how this Initiative will address the priority needs and strengths identified through the program and capability evaluation, and prioritization analysis.**

The following are priority needs, strengths and weaknesses identified through the program and capability evaluation, and prioritization analysis that are addressed by the activities of this project.

   A. *Mass Care:*
      Needs: (all apply to disability/special needs agencies, organizations, individuals)
      People Needs:
         Need to integrate private sector resources
         Need to educate people on how to access mass care services during time
            of emergency
         Need better understanding of exact needs of agencies
      Equipment Needs:
         Many of special populations do not have means to shelter in place
         Need plan for medication supply and access
         Need family reunification system
         Need greater capacity to transport people with special needs to shelters
      Training Needs:
         No training specifically for people with special needs
         Information not shared with people with special needs
         Need joint training with ESF6 and other ESFs
         Training for providers in NCR to understand and use FAC Plan developed
            for NCR with 03 funds
         Those responsible for organizing and providing mass care lack the training
            to identify needs of people with disabilities and provide for accessibility
         Need to expand use of special need NGO's in preparing PLOSN (special
            needs populations) to shelter and evacuate, and to provide planned,
            practiced transportation to shelters
         Not enough focus on training
         Business sector needs to be better utilized and included in planning
      Exercises/Evaluation Needs:
         Insufficient inclusion of special needs populations in planning and
            execution of exercises
         Need to encourage NGO's to conduct exercises on their own
         Involve consumers/customers in planning and execution
      Plans, Policies, and Procedures Needs:
         Need a coordinated mass care plan for a diverse population
            Including special needs (disabled, non-English speakers, etc)

B. Citizen Preparedness and Participation

Needs:

People:

Need to better include special needs populations in preparedness planning

Need more staff to develop and implement plans and programs for special needs populations

Need characterization of area's special needs populations to plan

Equipment:

Region needs technology to rapidly contact populace with uniform need to take into account the special needs population and include in the realm of such areas as translation services

Need more mass care equipment including supplies for special needs population

Need special preparedness kits for those with special needs

Additional power supplies (generators) are required to ensure that shelters can provide for the needs of persons with special needs (etc.)

Accessible transportation equipment insufficient for evacuation (of PSN)

Medical equipment and medicines crucial for people with special needs to survive

Training:

More attention must be placed on handling and addressing the needs of people with disabilities, appropriate assistive technologies, and the needs of these communities

Training is minimal …Training requires focuses on differential training activities and inclusion of credible sources…

Support and develop training for self-preparedness for people with special Needs

Develop and support training for populations with special needs to be done by advocacy groups, service providers, and other non-emergency agencies knowledgeable about training people with special needs

People need to train regularly

Trainers are needed for special populations

NCR public/non-profit agencies are severely under-funded and do not have the capacity to get or give education training. They do not have the capacity to help NCR's most vulnerable populations achieve "an appropriately higher level of preparedness."

Exercises/Evaluation:

Exercises and evaluation lack the appropriate inclusion of people with disabilities, not as a separate population, but as a part of the general population

Lack of citizen involvement in planning and execution of exercises, Except as patients in multi-casualty drills

Plans, Policies, and Procedures:

Public health entities, private sector efforts, citizen volunteers need to be Included in planning – particularly at the regional level

Need more coordination between government and non-profits, Particularly when planning involvement with and response directed

Toward vulnerable populations

Need to add to the knowledge base that defines NCR's most vulnerable (who they are, agencies that serve them, where they are in neighborhoods, and what their needs are)

C. Citizen Protection: Evacuation and/or In-place Protection

Needs:

People:

Need staff to prepare shelters; activities include training for special needs populations accessibility, special needs trained staff, and special needs preparedness kits

Need to identify special needs populations

Equipment:

Accessible transportation for evacuation is lacking

Need an adequate communication system that must accommodate all people, including persons with special needs

Emergency preparedness kits should be prepared for special needs populations

Need shelters capable of housing special needs populace

Training:

Strengths:

Katrina taught valuable lessons and provided real training

There are many excellent, available pamphlets on family plans/ personal plans. More needs to be done for special needs populations, especially those who economically can't afford to

stockpile

Weaknesses:

Involvement/communication of special needs populations in the development and execution of training and evacuation

Need to train/educate residents at large initiating organizations/ gatekeepers such as home health agencies, etc.

Working with non-profits, personal care agencies, etc.

There has not been a strong enough outreach to individuals with disabilities and provider agencies to train people appropriately to handle emergency situations

Public awareness campaigns in multiple mediums: Braille, video, etc. needed. Involve people with special needs in creation

Exercises/Evaluation:

Must include special needs populations in exercises and evaluations

Need to train and prepare special needs populations to conduct and evaluate their own areas

Need exercises and evaluations involving high use, senior, and disabled dense housing units, and NGO/nonprofits serving at-risk population

Limited-English-proficiency and low-income populations especially need education, outreach, training in re: shelter in place

Plans, Policies, and Procedures:

Need a viable evacuation plan for regional evacuation including
visitors and special populations

D. Planning
Needs:
People:
Need to integrate non-profits and private sectors
Training:
Development of resources and materials for implementing emergency
transportation – plans/procedures
Exercises/Evaluation:
Exercises and plans do not comprise the entire NCR and all functional
disciplines
Need to incorporate all ESFs (including 6, 14, and 15) and nonprofit and
business sectors
Plans, Policies, and Procedures:
Need more plans to communicate with special needs populations
Need cross-ESF planning
Need to develop strategic plan for emergency preparedness training

2. Regional Construct: Briefly describe the geographical context of this initiative:

Our proposal will incorporate all of the jurisdictions that comprise the NCR by utilizing the resources of agencies and organizations that operate inter-jurisdictionally. By creating the consortium that we propose we will be creating an opportunity for information, expertise, and other resources to flow freely from one organization to another. Because these groups operate in many if not all of the NCR jurisdictions there will an overall addictive effect on the region. The jurisdictions specifically involved are:

1. District of Columbia
2. Maryland Counties
   a. Prince George
   b. Montgomery
3. Virginia Counties
   a. Alexandria
   b. Fairfax
   c. Arlington
   d. Prince William
   e. Loudon

3. Resources Processes, and Tools: Identify the resource, processes and tools that already exist, and those that will need to be leveraged, created, or acquired for this Initiative. Briefly consider how these resources, processes, and tools may be obtained.

Already Exist: Our proposed plan uses already existing entities as the foundation for the Consortium. More specifically, we will work closely with already existing Special Needs advocacy groups and Special Needs service providers. Our model utilizes the national and regional expertise of these groups and their access to individuals with disabilities and other special needs. The combined

expertise of the advocacy groups, service provides, and individuals themselves offers a robust, but yet untapped resource.

Leveraged, Created, or Acquired: Our proposal requires that new positions be created, models to be developed, and exercises to be carried out. The positions will be created for individuals to specialize in the training and exercise needs of a participating organization. The individual who fills this role will be a resource to the organization and the regional as a whole. The models that will be created will act as a template for how Special Needs service providers can best prepare themselves for an emergency event. The exercises and other training programs carried out by the participating organizations, with the guidance of the new personnel, will ensure that all plans have been tested and practiced prior to an emergency. Lastly, a web site will be created to coordinate the activities of the participating agencies and organizations.

4. Governance Structure: Describe the high-level governance structure (e.g. management plan, stakeholder involvement) required for successful implementation of this Initiative.

The Disability Preparedness Center (DPC) will act as a member of the consortium and subject matter expert for its members. The Disability Preparedness Center has an extensive background and expertise working within the NCR and beyond on emergency preparedness issues specific to individuals with special needs. In addition, the will provide the technical expertise for inter-agency and consortium-wide communications.

Our proposed consortium requires the cooperation of national and local DSN advocacy groups and providers. Initial discussions have indicated a strong desire to partake in the program, but ultimate success the groups involved need to contribute time and effort to the consortium. The model we have suggested relies on the expertise of each participating organization. Initial interest and willingness to participate has been elicited from national and regional partners such as:

- American Association of People with Disabilities
- National Association of the Deaf
- National Association of the Mentally Ill
- National Capital Region Disability Preparedness Initiative
- National Centers for Independent Living
- National Council on the Aging
- National Head Injury Association
- National Spinal Cord Injury Association (NSCIA)
- State of Maryland Disability Preparedness Initiative: Department on Disabilities
- The Arc of the United States

Introducing a web site dedicated to this project and funding the creating of new positions solely to handle preparedness related matters should eliminate any obstacles that would otherwise prevent active participation.

5. Program Management: Explain how this Initiative relates to the overall State Homeland Security Program, and/or how it helps incorporate the three Overarching National Priorities:

By creating the consortium from the entire NCR we will be successfully expanding the regional collaboration of stakeholders. Currently these entities do not interact on matters related to emergency

preparedness. This prohibits any exchange of ideas and limits the scope of their work. Our Initiative will create a network dedicated to emergency preparedness among the DSN community.

By organizing the organizations and creating similar response plans with guidance we can ensure usage of NIMS and the NRP. Our network support will help these agencies institute NIMS where they would otherwise lack the expertise to so.

The stated goals of the Interim National Infrastructure Protection Plan are to minimize vulnerabilities and to prevent destruction of life, property, morale, and confidence. By allocating resources to special populations we will greatly reduce the risk of loss of life or property and by extension morale and confidence. Special populations are the most vulnerable populations during an emergency response.

Scoring Sheet

Citizen Preparedness and Participation

Scoring Criteria: All candidate Concept Papers are to scored on the basis of compliance with the following 5 criteria. Each criteria is to be scored from 1 to 10 points, with 1 being lowest compliance and 10 being the highest.

Criteria #1: How well does this Concept Paper/Initiative Plan address identified strengths and weaknesses of the 14 Priority Target Capabilities?

Criteria #2: How well does this Concept Paper/Initiative Plan address identified strengths and weaknesses of the 3 Overarching National Priorities?

Criteria #3: How appropriate is the funding requested with the deliverables proposed by the Concept Paper?

Criteria #4: How beneficial will this concept paper be in addressing regional needs?

Criteria #5: How important is it to implement this Concept Paper/Initiative Plan in FY 06?

Concept Paper	Identify and coordinate transportation requirements for the special needs population.
Related Target Capabilities:	Citizen Protection: Evacuation and/or In-Place Protection

Score:	Criteria #1 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #2 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #3 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #4 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #5 (1-10)	1	2	3	4	5	6	7	8	9	10
	Total: (5-50)										

Concept Paper	Continuity of Efforts regarding Volunteer Management Across the NCR and Continuity & enhancement of Citizen Corps Council membership and Citizen Corps Core Programs and affiliated programs and activities in the NCR
Related Target Capabilities:	Citizen Protection: Evacuation and/or In-Place Protection, Mass Care, Planning

Score:	Criteria #1 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #2 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #3 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #4 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #5 (1-10)	1	2	3	4	5	6	7	8	9	10
	Total: (5-50)										

Concept Paper	Personal Preparedness Kits for NCR's Impoverished Population
Related Target Capabilities:	Citizen Protection: Evacuation and/or In-Place Protection

Score:	Criteria #1 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #2 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #3 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #4 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #5 (1-10)	1	2	3	4	5	6	7	8	9	10
	Total: (5-50)										

Concept Paper SPECIAL NEEDS POPULATIONS Emergency Response Inclusion

Related Target Capabilities: Mass Prophylaxis

Score:		1	2	3	4	5	6	7	8	9	10
	Criteria #1 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #2 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #3 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #4 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #5 (1-10)	1	2	3	4	5	6	7	8	9	10
Total:	**(5-50)**										

Concept Paper Public Information Dissemination Campaign to Educate the Public on Mitigating the Impacts of Energy Emergencies in the National Capital Region

Related Target Capabilities: Citizen Protection: Evacuation and/or In-Place Protection

Score:	Criteria #1 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #2 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #3 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #4 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #5 (1-10)	1	2	3	4	5	6	7	8	9	10
Total:	**(5-50)**										

Concept Paper Regional Marketing Campaign for the NCR's Alert and Notification Systems

Related Target Capabilities:

Score:	Criteria #1 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #2 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #3 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #4 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #5 (1-10)	1	2	3	4	5	6	7	8	9	10
Total:	**(5-50)**										

Concept Paper Extend community outreach for the "Be Ready. Make a Plan." campaign

Related Target Capabilities:

Score:	Criteria #1 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #2 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #3 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #4 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #5 (1-10)	1	2	3	4	5	6	7	8	9	10
Total:	**(5-50)**										

Concept Paper Implement the NCR's strategic communications plan by engaging the media

Related Target Capabilities:

Score:	Criteria #1 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #2 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #3 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #4 (1-10)	1	2	3	4	5	6	7	8	9	10
	Criteria #5 (1-10)	1	2	3	4	5	6	7	8	9	10
Total:	**(5-50)**										

Concept Paper	Ensure Plans, Procedures and IT Systems for coordination between Emergency Management and 211 for Emergency Info and Referral								
Related Target Capabilities:	Intelligence/Information Sharing and Dissemination								
Score: Criteria #1 (1-10)	1	2	3	4	5	6	7	8	9	10
Criteria #2 (1-10)	1	2	3	4	5	6	7	8	9	10
Criteria #3 (1-10)	1	2	3	4	5	6	7	8	9	10
Criteria #4 (1-10)	1	2	3	4	5	6	7	8	9	10
Criteria #5 (1-10)	1	2	3	4	5	6	7	8	9	10
Total: **(5-50)**									

Concept Paper	Increasing Special Needs Involvement in NCR Disaster Preparedness: building sustainable capacity for sheltering-in-place, evacuation, and mass care								
Related Target Capabilities:	Mass Care, Citizen Protection: Evacuation and/or In-Place Protection								
Score: Criteria #1 (1-10)	1	2	3	4	5	6	7	8	9	10
Criteria #2 (1-10)	1	2	3	4	5	6	7	8	9	10
Criteria #3 (1-10)	1	2	3	4	5	6	7	8	9	10
Criteria #4 (1-10)	1	2	3	4	5	6	7	8	9	10
Criteria #5 (1-10)	1	2	3	4	5	6	7	8	9	10
Total: **(5-50)**									

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