

The Source

advisory radio communiqué



June 2009

Several FY2009 Grants Relate to Communications Equipment Acquisition

- **Citizen Corps Program (CCP):** \$14.6 million will bring community and government leaders together to engage citizens in community preparedness, response and recovery activities.
- **Interoperable Emergency Communications Grant Program (IECGP):** \$48.6 million for planning, training, exercises and equipment to states, territories, local and tribal governments to carry out initiatives identified in statewide communication interoperability plans (SCIPs) and improve interoperable emergency communications for responding to natural disasters and acts of terrorism.
- **Metropolitan Medical Response System Program (MMRS)** has \$39.8 million to be evenly distributed among 124 MMRS jurisdictions to enhance and sustain comprehensive regional mass casualty incident response and preparedness capabilities.
- **Nonprofit Security Grant Program (NSGP):** \$15 million will support target-hardening activities at non-profit organizations at high risk of a terrorist attack.
- **Operation Stonegarden (OPSG)** provides \$60 million to states to enhance law enforcement and border security operations. States bordering Canada and Mexico, and states and territories with international water borders are eligible for funding under FY 2009 OPSG.
- **Regional Catastrophic Preparedness Grant Program (RCPGP):** \$34 million will enhance catastrophic incident preparedness in selected high-risk urban areas and support technical assistance funding in FY 2009. RCPGP supports coordination of regional planning for catastrophic events.
- **State Homeland Security Program (SHSP)*:** \$861.3 million to strengthen and build state, territorial and local preparedness capabilities through planning, equipment, training and exercise activities.
- **State Homeland Security Program Tribal (SHSP Tribal)*** includes about \$861.1 million to strengthen preparedness capabilities at all levels through planning, equipment and readiness activities.
- **Urban Areas Security Initiative (UASI)*:** \$798.6 million to enhance regional preparedness by strengthening capabilities in 62 high-threat, high-density urban areas across the country. The seven highest risk urban areas will compete for about \$439 million, or 55 percent of available funds, while the remaining areas will compete for about \$359 million, or 45 percent of the funds.

** Targeted allocations under SHSP and UASI were announced for the first time because of stakeholder feedback to assist states and urban areas in writing investment justifications (IJs) that reflect available grant resources. The department will continue to use the peer review process and applicants' effectiveness scores in determining final allocations.*

Selected preparedness grants, such as UASI, are awarded according to a risk assessment methodology that assesses threat, vulnerability and consequence.

See <http://www.fema.gov/government/grant/index.shtml> for details. And find more links at the bottom of this article.

Grant Success Stories

FEDERAL FUNDING

"We purchased our RoadRunR Portable Advisory Radio Station with Homeland Security Funds. It is an eligible item, because we are using it as an alternate warning device. They love the fact that it is totally mobile, self sufficient; and we can do live broadcast on it. We could not have afforded this necessary piece of equipment without the Homeland Security Grant Funds. If you need more information, please let me know. Terry Reekers, Coordinator; Emmet County EMA/HLS, Iowa (ematerf5@netins.net)."

Gresham, Oregon, purchased an ALERT AM system and went on the air circa February 2005 with WQCA (1610). City officials have been broadcasting the weather report from the National Oceanic and Atmospheric Administration. Gresham used a grant from the US Department of Homeland Security for the \$28,258 cost and plans to put up signs around the city that will blink to inform drivers to tune into the station during emergencies.

Los Alamos County used Homeland Security grant money for its emergency advisory radio system. Located at the rim of a dormant volcano with limited access, county evacuation options are limited. Says Emergency Director Phil Taylor, "Every time someone even smells the slightest whiff of smoke, our 911 and emergency call center lines are swamped." Twin ALERT AM stations in Los Alamos and White Rock provide evacuation information as well as info about wild fires, traffic accidents, road construction and emergency drills at the Los Alamos National Laboratory. See the Los Alamos Lab news release and contacts within: <http://www.theRADIOsource.com/downloads/2006-los-alamos-lab-article.pdf>

FEMA

The Federal Emergency Management Agency provides millions of dollars in grants to assist state and local government with domestic security. The funds are intended to help "emergency management become better prepared to respond to acts of terrorism and other emergencies and disasters" (Washington Technology, Nov 2002). FEMA's Office of National Preparedness administers the grants, which are channeled through states with at least 75% going to local governments.

A couple of emergency managers who have purchased ISS Emergency Advisory Radio Stations indicated to us that FEMA rules allow communities to file "hazard mitigation plans" with state emergency management agencies in place of the former requirement to show Federal Emergency Designations for proving eligibility. Go to the FEMA website (<http://www.fema.gov/>) to see how to file your hazard mitigation plan. Such a plan in place replaces the old requirement to show Federal Emergency Designation in your areas to be eligible. The federal

mitigation fund has been described as the "new" version of Project Impact, perhaps a more familiar term.

Fort Bend County in Washington received a \$292,500 federal grant that it used to set up a multistation grouping to cover the county with emergency advisory radio and flashing alert signs. Courtney Smith, the County's emergency management planning coordinator is the contact (smithcou@co.fort-bend.tx.us).

Avalon, New Jersey, obtain \$18,000 in 2004, an "emergency management performance" grant that paid for most of their first ALERT AM Emergency Advisory Radio System and Flashing ALERT Signs. See Avalon's news release: <http://www.theRADIOsource.com/downloads/avalon-article.pdf>. See also the story and a way to contact emergency chief Kevin Scarpa: <http://www.theRADIOsource.com/articles-case-study-avalon.htm>.

David Burns (burns@facnet.ucla.edu) former emergency manager of of El Segundo, California, now at UCLA, obtained nearly \$350,000 for his emergency management program from FEMA's Office of Justice Planning and the California Office of Traffic Safety. Included was \$28,000 for an AM Emergency Advisory Radio Stations to alert the public to HAZMATs and other emergencies, especially public information and rumor control. His advice: "be aggressive, creative, and clearly demonstrate your need. The money is out there - go get some!!" Burns' city has a population of just 16,000, so it "fit the bill" for a small town. Further, he advises, "You need to have the support of your City Council and Mayor, and local elected officials" with whom he regularly meets, along with his congressional representative, who, he said, "made a pitch for local funding needs and helped secure the grants." In addition to the City of El Segundo, Burns has also acquired an emergency advisory radio system at UCLA.

AMBER ALERT EMERGENCY ALERT SYSTEM

Legislation was passed in the House and Senate in April 2003 that, among other things provides money for nationwide implementation of Amber Alerts, part of ISS' ALERT AM Emergency Advisory Broadcast System exclusive, EAS programming feature. The authorization includes funding for highway signs (Section 4, b1 and b2). Flashing signs alert motorists to tune to given Emergency Advisory Radio Station frequencies.

Of particular interest is the **URBAN AREA SECURITY INITIATIVE**. ISS clients have used these funds to purchase Emergency Advisory Radio Systems, for example, the City of Orlando, Florida, Emergency Management. Contact Orlando emergency manager Manuel Soto: manuel.soto@cityoforlando.net.

Grant Success Stories

(continued)

STATE FUNDING

STATE HOMELAND SECURITY PROGRAM

With this grant, Dennis English of San Miguel County/Las Vegas Office of Emergency Management (denglish@smcounty.net) purchased a fixed ALERT AM station and a portable RoadRunnR station. The City/County has also received funding to microwave the system through San Miguel/Las Vegas' communication system to broaden the range of reception.

- Visit your state's emergency management agency website to see what's available in your state related to your program: <http://www.emergencymanagement.org/states/>

LOCAL FUNDING

(Private sources, including philanthropic organizations and corporations)

FOUNDATION GRANT TO WILDLAND RESIDENTS ASSOCIATION / SAN MARCOS PASS VOLUNTEER FIRE DEPARTMENT

The subject non-profit, public service corporation, comprised San Marcos Pass area homeowners manages an active volunteer fire force and an exemplary Emergency Advisory Radio System. See a detailed case study with contact info, which offers a downloadable copy of a funding proposal that garnered private foundation money plus written policies and procedures for running their system: <http://www.theRADIOsource.com/articles-case-study-san-marcos-pass.htm>.

There are approximately 15,000 chemical facilities around the USA with highly toxic material near heavily populated areas. (Of those, the Environmental Protection Agency has identified 123 where more than a million people in the surrounding areas could be at risk of exposure to toxic gas.) HAZMAT companies are mandated by the government to protect their surrounding communities. By partnering with local emergency managers, HAZMAT companies can establish Emergency Advisory Radio (EAR) stations to help mitigate events. These EAR stations could be licensed to the communities and funded (in part or whole) by the industries. As commercial entities, the industries themselves are not permitted by the FCC to own the stations. Through these types of partnerships, industries and communities can often achieve ends not possible for either, alone.

DOW

Dow Chemical and the Brazosport Emergency Response Agency in Texas are establishing a series of 7 simulcast Emergency Advisory Radio Stations. The non-profit Brazosport EMA maintains station ownership and holds the necessary FCC licenses, which Dow, as a commercial entity, cannot obtain. Dow is funding equipment purchase and much of the work and, as a HAZMAT company, will be able to demonstrate real commitment to its surrounding community with commercial-free broadcasts. Contact ISS for details: iss@theRADIOsource.com.

SERVICE GROUPS AND FUNDRAISING

Hundreds (if not thousands) of service groups at local and regional levels represent another workable opportunity for funding aspects of your program. Through local reps, fundraising events can be undertaken. Check the Web for links to sites for groups in your area, for example, JayCeEs (<http://www.usjaycees.org/>). Similarly, some discretionary funding might be available, hidden in government programs. Contact your local, state and federal government representatives to explain your effort and determine how to apply for available resources.

KETTERING

One service-minded individual can make a difference in a community. See a case study showing how local businessman Norm Schrein, with "seed" money from his own organization, began an Emergency Advisory Radio Station: <http://www.theRADIOsource.com/articles-case-study-kettering.htm>.

Tips

Preparing grant applications can be an arduous affair. Get your fair share of available public emergency funds. See “TIPS,” (immediately below and in the red block at the bottom of this webpage).

- Learn which programs have already awarded grants to organizations like your own.
- Contact past grant recipients to discuss their experiences.
- Check the websites of authorizing agencies for workshops, news or other events that could shed light on funding priorities. See “Top Funding Resource Links” immediately below.
- Determine if there’s anyone in house who can assist you in preparing the grant.
- Follow the funding agency’s RFP to the letter with precise language. Support all arguments with facts and quantifiable performance measures. Consult a program officer with questions not answered in the RFP or other materials provided. Include formulas to calculate total line item costs. Research fair-market value when quantifying in kind. Be sure your agency can assume project costs after the grant expires.

GOOD FUNDING LINKS

- o FY2009 DHS Grant Application Guide: <http://www.dhs.gov/xlibrary/assets/grant-program-overview-fy2009.pdf>
- o What’s New from DHS for FY2009: http://www.dhs.gov/xnews/releases/pr_1225902190251.shtm
- o Responder Knowledge Base has links to DHS program guidelines and direct access to the CEDAP program for first responders, including equipment: <http://www.rkb.mipt.org/>
- o Federal Electronic Grants Clearinghouse to help with grant prep: <http://www.grants.gov/>
- o Grants Office LLC Subscriber-Service Database shows federal, state and foundation grant programs with tools to manage and report on grants across the organization.

There’s a link to a wide range of preparedness and response grant program info and a free weekly newsletter on developments in the field and in funding news. <http://www.grantsoffice.com/>
- o US Fire Administration’s Assistance for Firefighters has “staffing for adequate fire and emergency response” grant info: <http://www.firegrantsupport.com/>
- o Foundation Center’s Subscriber Service Database contains info on foundation giving across the country: <http://www.fdncenter.org/>

Get the Money You Request

- Have a well-written emergency program plan that includes achievable goals (who will do what when), costs, benefits, a timeframe and measurements. The plan needs to clearly state your organization’s mission, who is served, exactly what you need and why. In the list of what you need, include everything that you will need money for, for example, space, equipment, utilities and labor, because often granting agencies only offer a percentage of the overall expressed need. Also, they will want to see that you are well organized and prepared to use funds effectively. Writing the plan out is a good investment of time; you will be able to use it in ways beyond grant requests, for example, community relations.
- As much as possible, accompany your plan with background information (the research behind your solutions) and statistics (*e.g.*, area demographics) to support rationale.
- Acquire letters of recommendation from respected program supporters that together demonstrate commitment, need and benefit to those served.
- Gather as much information as possible about each funding entity and tailor applications to each granting agency’s traits. Much of this research can be done online at links suggested on this webpage. After compiling your list of prospects, contact each organization. Ask for a list of previous grant recipients. Find out how many grants they awarded in relation to the number of requests received. What process do they ask requestors to follow? What is the timeframe and award limit? Send a follow-up thank-you letter for this information.
- Target each grant request to aspects of your program that that particular type of grant could serve. You will either have to write a proposal or fill out an application. Sometimes you can download applications directly from the Internet; often you can get government grant forms at local libraries. Follow each grant agency’s procedures exactly.
- A week or two after submitting the paperwork, call the funding office to ensure your request was received. Ask if they need anything else. Ask for a projected date of when they can get back to you.
- After funding is granted and programs are begun, report results to funding sources to help ensure continued support. It’s important to order your FCC license and ISS product as early in the process as possible to allow adequate time to get your system in place within funding agency deadlines. For example, FCC grants usually take from 3-5 months.

