LOB #244:
COMMUNITY RESILIENCY AND OUTREACH

Purpose

The Community Outreach and Resiliency Division encourages individuals, families, businesses, non-profits, non-governmental organizations, County employees, staff and faith communities to be prepared for emergencies in order to build community resiliency.

Description

The Community Outreach and Resiliency Division encompasses the following:

- Delivering presentations at community and organizational events
- Participating in community fairs/functions and programs
- Distributing the Office of Emergency Management Emergency Preparedness Newsletter
- Maintaining the OEM website
- Utilizing broadcast and social media platforms, as well as multiple forms of standard media (Channel 16) for informational audio visual materials and public service announcements
- Marketing emergency preparedness and Citizen Corps Council initiatives
- Creating, producing and delivering marketing campaigns that enhance public emergency preparedness awareness

The Community Outreach and Resiliency Division provides the Fairfax County community the opportunity to learn about facets of emergency preparedness and get involved in many partnerships such as the Citizen Corps Council programs of the Community Emergency Response Team (CERT), Medical Reserve Corps (MRC), Volunteers in Police Service (VIPS), Auxiliary Police Officers (APOs), and Fire Corps.

Benefits

The Community Outreach and Resiliency Division works to promote emergency preparedness to the Whole Community through partnerships with the following:

Citizen Corps Council: Providing support through training, education and volunteer service to make communities safer, stronger and better prepared. The five core programs and several affiliated volunteer organizations bring together first responders and other community organizations crucial to developing and enhancing community resiliency.

Faith Communities in Action: Ongoing partnerships with area communities of faith, promoting house of worship facility-based emergency preparedness as well as sponsoring the Community Chaplain Corps for assistance during emergencies.

Volunteer Fairfax: Developing new collaborative programs to enhance community resiliency by identifying community-level resources and services that could be available before, during and after emergencies, as well as training and enhancing the pool of volunteers available for deployment during and after events. Assist in the program management of the Community Resiliency Groups (CRG) and training of the Volunteer Emergency Team (VET).

Office of Public Affairs (OPA): Working closely with public information officers and standard media (Channel 16) to develop, publish, disseminate, and broadcast a multitude of emergency messages, planning tips, and public service announcements and video clips to encourage residents to prepare for upcoming weather events and seasonal hazards. Social media accounts are being developed in collaboration with OPA.

Northern Virginia Emergency Response System (NVERS): Ongoing partnerships with regional emergency management organizations, promoting community resilience and emergency preparedness through outreach programs such as www.readynova.org, community canvassing programs, and organizing and holding emergency meetings with business and non-profit organizational leaders.

Office for Children/Community Education and Provider Services: Ongoing partnerships to provide mandatory training for home-based independent childcare and early learning programs throughout the County. Attendees must receive a minimum of 2 hours of emergency preparedness training in order to receive license to establish services.

Fairfax Alerts: OEM has initiated partnerships with the Department of Vehicle Services, Fire and Rescue Department and Police Department to display Fairfax Alerts decals on County vehicles in order to cohesively promote the new countywide emergency alerting system. Outreach and other OEM personnel are working with County agencies to demonstrate Fairfax Alerts system features so they may use it to share information with their respective stakeholders. Additional partnerships being developed include the Department of Tax Administration, as well as Fairfax County Public Schools.

Fairfax County Disability Services Board: Working closely with the Emergency Preparedness Subcommittee of the Fairfax County Disability Services Board, providing updates on OEM programs, services, and status reports on the Medical Needs Registry that impact the disability and senior living communities.

Student Tools for Emergency Planning (STEP) with Fairfax County Public Schools: Innovative training program at the 4th grade level where students learn the difference between emergencies and disasters, how to make their own emergency survival kit, and how to develop their home-based emergency plans with their families.

These partnerships enhance the goal of creating a more prepared Fairfax County through coordination, communication, and collaboration of individuals, first responders and community organizations to assist in the creating an atmosphere of resiliency.

Mandates

The Americans with Disabilities Act of 1990 (ADA) prohibits discrimination and ensures equal opportunity for persons with disabilities in employment, state and local government services, public accommodations, commercial facilities, and transportation.

- Ongoing internal review and updating of County plans to comply with the ADA of 1990 requirements.
- Preparedness and outreach functions to inform families with disabilities of all the options available, including the Medical Needs Registry.

National Incident Management System (NIMS):

Commonwealth of Virginia Executive Order 102 (2005) made local adoption of the NIMS a requirement for receiving federal preparedness funding that passed through the Commonwealth. The Fairfax County Board of Supervisors adopted NIMS as the County standard for incident management on November 22, 2005.

NIMS Component I: Preparedness, Section 5 Mitigation

- Ongoing public education and outreach activities designed to reduce loss of life and destruction of property.

NIMS Component I: Preparedness, Section 3 Preparedness Roles

- Though not integrated directly into NIMS, individuals play a critical role in preparedness and are expected to prepare themselves and their families for all types of potential incidents. Jurisdictions should have outreach programs to promote and support individual and community preparedness (e.g., public education, training sessions, demonstrations), including preparedness of those with special needs.

Trends and Challenges

Trends:

- There is a greater focus on emergency preparedness outreach to people with access and functional needs.
- Survey data published in 2013 from the FEMA in Personal Preparedness in America: Findings from the 2012 FEMA National Survey found that only 52 percent of American adults indicated that they had disaster supplies at home, only 39 percent of respondents have developed an emergency plan, and 80 percent of Americans live in counties that have been hit with a weather-related disaster since 2007. See:

  http://www.fema.gov/media-library-data/662ad7b4a323dcf07b829ce0c5b77ad9/2012+FEMA+National+Survey+Report.pdf

Challenges:

- There are some perceived barriers for residents to become prepared such as high costs, lack of knowledge, lack of time, and difficulty.
- Even if residents understand the basics of emergency preparedness, it seems so daunting and expensive that most people don't even try. Residents may elect to ignore that an emergency could affect them.
- Outreach to English as a Second Language individuals about emergency preparedness is difficult due to resources and time. Emergency alerts are currently only offered in English.
- Measuring participation in statewide earthquake and tornado drills is difficult.
- It is difficult to incorporate new outreach technologies such as social media, webinars and online trainings with limited staff and time.
- Measuring the effectiveness of outreach workshops and presentations is difficult.

The Community Outreach and Resiliency Division staff strives to show how emergency preparedness can be easy, less expensive through tips and tricks, and cost-effective in the long run if an emergency occurs. Additionally, emergency preparedness can provide peace of mind for families, individuals, people with disabilities, businesses and organizations.

Office of Emergency Management

Resources

Category	FY 2014 Actual	FY 2015 Actual	FY 2016 Adopted
LOB #244: Community Resiliency and Outreach			
FUNDING			
Expenditures:			
Compensation	$150,137	$162,001	$198,184
Operating Expenses	101,425	25,179	54,650
Total Expenditures	$251,562	$187,180	$252,834
General Fund Revenue	$0	$0	$0
Net Cost/(Savings) to General Fund	$251,562	$187,180	$252,834
POSITIONS			
Authorized Positions/Full-Time Equivalents (FTEs)			
Positions:			
Regular	2 / 2	2 / 2	2 / 2
Total Positions	2 / 2	2 / 2	2 / 2

Metrics

Metric Indicator	FY 2013 Actual	FY 2014 Actual	FY 2015 Actual	FY 2016 Estimate	FY 2017 Estimate
Number of annual community outreach programs	109	128	134	100	100
Number of staff hours per program	3	3	3	3	3
Number of educated people via Fairfax County HERO Program	NA	1,426	3,397	6,850	10,960
Number of educated students via the Student Tools for Emergency Planning (STEP) program	3,600	3,198	2,486	3,000	3,000

The Community Outreach and Resiliency Division encompasses the following metrics:

Number of annual community outreach programs (output):

The OEM strategic plan dictates that the number and effectiveness of outreach opportunities be increased to enhance the awareness of OEM and to achieve a higher level of emergency preparedness among residents in Fairfax County. While the number of annual community outreach programs has increased over time, this does not necessarily indicate greater effectiveness. OEM eliminated the programs that draw a lower attendance and will focus programming around events with greater exposure.

OEM has evaluated its community outreach program and found fewer programs with more people in attendance at each program will be a more efficient use of County resources. For example, hosting workshops at communities as part of a formal program series will bring more people to the program versus only responding to presentation inquiries from homeowner's associations, etc.

<u>Average number of staff hours per program (efficiency)</u>:

The average number of staff hours per program has remained consistent at three hours not including preparation or travel. Beginning in FY 2016 this additional time will be tabulated and included for total staff hours.

<u>Number of educated people via the Fairfax County HERO Program (output)</u>:

This metric measures the number of Fairfax County residents who received emergency preparedness information by multiplying the number of households visited by 2.74, the average household size in Fairfax County according to the U.S. Bureau of the Census, 2010 (http://www.fairfaxcounty.gov/demogrph/demrpts/report/fullrpt.pdf). The program aims to empower Fairfax County residents to be their own HERO when it comes to emergencies by Having Emergency Response Options (HERO). Volunteers pack and distribute emergency information and items for residents to start their own emergency kits and planning. As the program progresses, OEM aims to host HERO days for volunteers to visit 1000 homes per quarter, reaching an estimated 10,960 people by FY 2017.

<u>Number of educated students via the Student Tools for Emergency Planning (STEP) Program (output)</u>:

The number of participating schools dropped even though the Student Tools for Emergency Planning (STEP) curriculum meets County education standards. The changes year-to-year are reflective of the fact that individual elementary schools and fourth grade teachers have the option to administer the program. These decisions often depend on time constraints based on the number of snow days and teaching and testing requirements at the end of the school year. OEM is examining several factors that would grow and maintain the program, including a fall implementation of the program rather than in the spring (at the end of the school year), garnering a sponsor to fund all 139 County elementary schools' fourth graders, and marketing the program during summer teacher conferences.