

City of Alexandria, Virginia

MEMORANDUM

DATE: APRIL 11, 2006

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER

SUBJECT: BUDGET MEMO #112: FUNDING FOR EMERGENCY PREPAREDNESS
OUTREACH PROPOSED FOR FY 2007

This memorandum is in response to Councilman Gaines' request for information on funding a targeted outreach effort for emergency preparedness for seniors, low income and disabled residents of Alexandria in FY 2007.

Currently, the Emergency Management Outreach Coordinator performs outreach activities in all parts of the City targeting all demographic groups. The outreach activities are separated into two distinct efforts: (1) fire and life safety; and (2) emergency preparedness. Both programs are delivered to targeted audiences and upon request.

The "Be Ready Alexandria" campaign, which began two years ago, is designed to provide every household and business in Alexandria with emergency preparedness material and training through outreach efforts. The program was funded over a three year period (FY 2005-FY 2007) at approximately \$25,000 per year with FY 2007 being the last and final year of the funding. The funds provide for the purchase of materials used in the efforts by the outreach coordinator. The materials are delivered in a variety of ways, including door-to-door and at events such as the home ownership fair. Currently the program is reaching all demographic groups and is usually delivered geographically. We have also held several targeted events, including door to door distribution in the Inner City area.

In order to support a targeted outreach program designed specifically to reach seniors, low income and disabled residents of Alexandria, a total of approximately \$75,000 in additional funding will be required. This funding will provide for the special materials needed to reach the over 50,000 residents in these targeted demographic groups. Existing staff working with volunteers would perform the program.

Staff is not making recommendation on this matter, but if Council desires to fund such a targeted outreach program, this amount could be spread out over more than one fiscal year as the funding for the "Be Ready Alexandria" campaign was spread out over a three year period.