



Application

08205 - FY19 Bay Area UASI

08673 - Bay Area Region Public Alert Registration Mass Media Campaign: "BayAlert"

UASI Grant Program

Status: Under Review

Submitted Date: 10/11/2018 4:43 PM

Project Lead

Name:* Ms. Kristin Hogan Schildwachter
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***** San Francisco California 94102
City State/Province Postal Code/Zip

Phone:* 415-558-3819
Phone Ext.

What Program Area are you interested in? UASI Grant Program

Organization Information

Organization Name: San Francisco Department of Emergency Management

Organization Type: Government

Organization Website:

Address: 1011 Turk St

* San Francisco California 94102
City State/Province Postal Code/Zip

Phone:* 415-353-5222 5222
Ext.

Fax:

If you are unsure of your agency's DUNS number please contact your finance department.

DUNS Number 23165423

Funding Categories

Please select the appropriate funding category for your project: Regional

Please describe how your project will benefit three or more hubs in an equitable manner?

The "BayAlert" regional emergency public alert campaign would support all UASI counties & cities that use the Everbridge (Nixle) system, which is predominately used throughout the UASI region. Because the means to opt-in to the region's various branded public alert programs (e.g., Alert SF, AC Alert, Alert Marin) are similar, a universal public promotion campaign that reaches the entire Bay Area region.

This field is limited to 500 characters.

Project Description

Select a goal: Goal 7: Community Preparedness

Select a Core Capability: Community Resilience

Select a nexus to terrorism: This project will enhance regional capacity to: Mitigate Effects of Terrorist Attacks, Respond to Terrorist Attacks, Recover from Terrorist Attacks

Select all that apply

Describe the nexus to terrorism in detail:

The ability you alert & warn the public about potential acts of terrorism, & what to do in the event of an act of terrorism requires an engaged public; specifically, the public that can be reached by opting in to the region's counties/cities public alert systems.

300 Characters Maximum

Project Summary- Provide a brief description of your project: For planning projects include a final deliverable.

The project will hire a contractor to develop a mass media marketing campaign targeting the entire Bay Area UASI region populace to educate and inspire opting in to the region's alert and warning systems operating within the Everbridge system. The final deliverables would include a BayAreaAlert web page pointing visitors to each city and/or county's emergency alert registration page. It also will include the development of a BayAlert communications strategy and how to execute through a mass media advertising campaign that leverages social, traditional media; radio; print, and web-based ads (e.g., Pandora).

This field is limited to 750 characters.

For equipment projects, please provide an inventory of the requested item currently used in the county:

N/A

Compliance Requirements

Sole Source Approval

This project will require Sole Source Approval

Sole Source Request Form

Environmental and Historic Preservation Request

Required for:

This project will require an Environmental & Historic Preservation Form

Environmental and Historic Preservation Screening Form

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Watercraft Projects

If project includes purchase of watercraft or watercraft equipment

the California Office of Emergency Services (CalOES) has a separate request form to complete.

This project will require a Watercraft Request Form

Watercraft Request Form

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Aviation Projects

If project includes the purchase of aircraft or aviation equipment

the California Office of Emergency Services (CalOES) has a separate request form to complete.

This project will require an Aviation Request Form

Aviation Request Form

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Establish/ Enhance Emergency Operations Center (EOC)

If project includes establishing or enhancing an Emergency Operations Center

the California Office of Emergency Services (CalOES) has a separate request form to complete.

This project will require an Emergency Operations Center Request Form

Establish/ Enhance Emergency Operations Center Request Form

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Performance bonds

Required for:

This project will require a Performance Bond

Personnel Declaration

If project includes hiring personnel, this field is required.

This project will require grant funded personnel (no supplanting)

Project Timeline

Project Dates*	11/01/2019	12/31/2020
	Project Start Date	Project End Date

Milestones

Milestone	Please Describe	Estimated Completion Date
(PLANNING) Determine Project Goals and Objectives		11/29/2019
(PLANNING) RFP Release		02/15/2020
(PLANNING) Contract Award		03/15/2020
(PLANNING) Conduct Risk/Gap Analysis or Other Planning meetings		04/15/2020
(PLANNING) Draft Plan		05/15/2020
(PLANNING) Revise and Complete Plan		09/30/2020
(PLANNING) Project Completion		12/31/2020

Equipment

Select a category of FEMA Authorized Equipment

Select the appropriate AEL #

Quantity

Price Each

Total

\$0.00

\$0.00

Planning

Category
Planning

Planning Total
\$225,000.00

Organization

Category
Organizations

Organization Total
\$0.00

Equipment

Category
Equipment

Equipment Total
\$0.00

Training

Category
Training

Training Total
\$0.00

Exercise

Category
Exercise

Exercises Total
\$0.00

Total

Total Project Cost \$225,000.00

Technical Assistance Program

For more information on the Bay Area UASI Technical Assistance Program click [HERE](#) to register.

Would you like an UASI project manager to contact you regarding our Technical Assistance Program? Yes