

APPLICANT PROFILE



GOVERNMENT OF THE DISTRICT
OF COLUMBIA

APPLICANT PROFILE

FY 2004 Homeland Security Grant Program: Urban Areas Security Initiative

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|------------------------------------|--|
| PROJECT TITLE: | 14-C (14-3) Emergency Preparedness: Outreach to Special Populations |
| EMERGENCY SUPPORT FUNCTION: | RESF-14 |
| PROJECT PERIOD: | October 1, 2005 through September 30, 2006 |
| PROJECT SYNOPSIS: | This proposed project will continue the preparedness efforts begun through the citizen education campaign on emergency preparedness. Outreach will be directed to NCR residents for whom English is not a first language and people with disabilities. |
| IMPLEMENTING JURISDICTION: | County of Fairfax, Virginia |
| AGENCY: | Office of Public Affairs |
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Signature of Authorized Official

Date March 3, 2005

**APPLICATION IN RESPONSE TO FY2005 HSGP: UASI
14-C (14-3) Emergency Preparedness: Outreach to Special Populations
Submitted by RESF-14**

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Proposal Summary

The regional citizen education campaign on emergency preparedness, which will begin work in early 2005, aims to increase the preparedness of the more than 4 million residents in the National Capital Region (NCR). This proposed project is an extension of this effort. Specifically, the campaign will conduct outreach to two special NCR populations — those who do not speak English as a first language and those with disabilities. As will be explained, these two groups require continued outreach efforts beyond the life of the citizen education campaign.

Currently, baseline research on the preparedness levels for these special populations in the NCR does not exist. National research and survey data, however, indicate that these populations are significant in number — and can be more difficult to reach.

Non-English speakers are a sizable percentage of the NCR's overall population. The 2000 U.S. Census, for example, reports that a combined total of 28.5 percent of residents in Montgomery and Prince George's Counties speak a language other than English at home. In Arlington County, 33.1 percent of residents speak a different language at home, according to the Census.

Sizable numbers of people with disabilities live in the NCR, as well. The District of Columbia is home to more than 115,900 people with disabilities, while more than 108,500 such persons live in Fairfax County, as reported by the 2000 Census.

Communicating with these populations can present a challenge. Therefore, advertising and collateral materials need to be provided in an accessible format and medium.

The National Organization on Disability (NOD) commissioned a national survey that hints at these challenges. Conducted by Harris Interactive in September 2004, this research indicates 42 percent of emergency managers surveyed have public information campaigns for people with disabilities. *Yet, only 16 percent of those surveyed say their outreach materials are in an accessible format, such as Braille, cassette, and large type.*

Similarly, people with disabilities report they are uncertain whom to contact about emergency plans for their community. According to a nationwide December 2003 poll for NOD, only 44 percent of people with disabilities know where to go for this information; this figure is unchanged since September 11, 2001, as tracked by the group's research.

There is also a challenge in reaching out to the NCR's non-English speakers. Not only do these groups turn to foreign language media for information, but also they often naturally distrust messages from the government.

Therefore, it will be necessary to find credible messengers to deliver preparedness messages, as well as communicate these messages in mediums and languages that are accessible to this population. Traditional advertising can help carry the message, but it will be necessary to use person-to-person marketing, as well.

Despite the potential communication barriers, these populations want to receive preparedness information. Recent research from the Department of Homeland Security confirms this fact. Hispanics and African Americans are more likely to say it is very important to prepare for an emergency than white respondents who were surveyed, with 73 percent of Hispanics agreeing versus 50 percent of white respondents.

Project Goals, Objectives and Implementation Steps

Goal 1: Increase the emergency preparedness levels among the NCR's residents for whom English is not their first language.

- 1.1 Objective: Build public awareness among this special population (10/05 – 9/06)
 - 1.1.1 Conduct further survey research to measure emergency preparedness levels and assess the best methods for communicating with this population (10/05 – 1/06).
 - 1.1.2 Continue the targeted advertising campaign in the ethnic media developed by the NCR's citizen education campaign on emergency preparedness (2/06 – 5/06 and 9/06).
 - 1.1.3 Leverage survey results and advertising campaign to generate media stories in the English-language media and ethnic media outlets (2/06 – 5/06 and 9/06).
 - 1.1.4 Translate the English-language emergency preparedness materials, which will be developed as part of the citizen education campaign, into other languages, such as Vietnamese (1/06 – 2/06).
 - 1.1.5 Continue grassroots outreach to recruit community leaders from this special population to join local Citizen Corps Councils (10/05 – 9/06).

Goal 2: Increase the emergency preparedness levels among the NCR's residents with disabilities.

- 2.1 Objective: Build public awareness among this special population (10/05 – 9/06).
 - 2.1.1 Conduct research with this population to measure emergency preparedness levels, discover any barriers to action, and determine the most effective communication tools for reaching this population (10/05 – 1/06).
 - 2.1.2 Survey existing emergency preparedness materials aimed at people with disabilities to see if they are available in accessible formats; provide the emergency preparedness materials that will be developed as part of the citizen education campaign in an accessible formats (10/05 – 2/06).
 - 2.1.3 Leverage research results and partnerships with nonprofit groups that represent people with disabilities to generate earned media coverage (2/06 – 5/06 and 9/06).
 - 2.1.4 Conduct grassroots outreach to disseminate preparedness messages and materials; recruit people with disabilities to join local Citizen Corps Councils (10/05 – 9/06).

Project Description

This proposed outreach project fulfills the goals and priorities outlined by Homeland Security Presidential Directive 8 (HSPD-8), the NCR's Eight Commitments to Action, and the Chief Administrative Officers' (CAOs) top priorities for the use of Urban Areas Security Initiative (UASI) funding. Specifically, this project meets HSPD-8's national goals of

- Enhancing citizen emergency preparedness awareness campaigns; and
- Enhancing Citizen Corps Councils

The proposed outreach activities will "provide accurate and timely preparedness information to public citizens" and "encourage active citizen participation and involvement in preparedness efforts," as stated in HSPD-8. Public awareness will be achieved through paid advertising and media outreach about emergency preparedness; citizen involvement will occur through direct grassroots outreach to the special audiences targeted by this project. These special populations, for instance, will be recruited to join their local Citizen Corps Councils.

Additionally, this project dovetails with the NCR's second commitment to action:

- Involving citizens in preparedness by utilizing mechanisms for regional coordination in endorsing and implementing Citizen Corps programs within the NCR

And, finally, this proposed project fulfills the CAO's third priority for the use of UASI money, which is to:

- Continue the emergency preparedness public education campaign

This project will extend the emergency preparedness efforts begun by the citizen education campaign. Specifically, this project will focus on two audiences that require additional communications about emergency preparedness. In fact, this project is necessary to protect the investment of funds already begun with the citizen education campaign.

Goal 1: Increase the emergency preparedness levels among the NCR's residents for whom English is not a first language. Non-English speakers make up a sizable part of the NCR's overall population, and the NCR is home to one of the most diverse populations in the nation, with residents who speak Korean, Vietnamese and Spanish as a first language. The 2000 U.S. Census, for example, reports that a combined total of 28.5 percent of residents in Montgomery and Prince George's Counties speak a language other than English at home. In Arlington County, 33.1 percent of residents speak a different language at home, according to the Census. Because of cultural differences and language barriers, it can be more difficult to deliver preparedness messages to those with limited English proficiency and for those whom English is not a first language. Depending on the results from the citizen education campaign, this proposed project may continue focusing on reaching Spanish speaking residents, or it may extend its efforts into other ethnic communities.

1.1 Objective: Build public awareness among this special population. This objective is important because individuals must become aware of the costs and benefits for any given behavior before they take action. And, just as importantly, this objective ties in with the national goal of increasing public awareness and citizen participation.

1.1.1 *Conduct further survey research to measure emergency preparedness levels and assess the best methods for communicating with this population.* At present, there are no publicly-available surveys that document the emergency preparedness levels among residents for whom English is not a first language. This data is important because the NCR is an ethnically diverse community, and conducting quantitative market research, such as polling, is proposed. Qualitative research, such as focus groups, is suggested as well. A final survey will be conducted at the end of this project to gauge its effectiveness with the audiences targeted.

The NCR's citizen education campaign on emergency preparedness will survey a statistically significant, random sample of non-English speaking residents; this research will help establish broad baseline measurements and messaging. However, follow up research is necessary for at least two reasons. First, in addressing non-English speakers, the citizen education campaign will likely focus its research on Hispanics, who represent a large portion of the NCR's ethnic population. Because of its limited resources and time, the citizen education campaign will not be able to examine other ethnic communities — or even the Hispanic community — in-depth. (Of course, the survey will capture responses from non-Hispanic ethnic groups because random sampling will be used. However, there will not be enough respondents from other ethnic communities, such as Vietnamese-Americans, to draw statistically valid conclusions about them.) Secondly, the citizen education campaign, a one-time endeavor as currently funded, will not be able to adjust its messaging during the course of the project. Follow up research can reveal whether the messages developed by this campaign continue to be effective — especially with the target audiences set forth in this proposal.

As an example, Hispanics are not a monolithic community — and one of the most diverse mixture of Spanish speakers in the nation lives in the NCR, with residents originally hailing from Mexico to Chile to Puerto Rico. Within these groups, there are differences in culture, language, and educational and economic status, and there are differences in attitudes between predominately Spanish-speaking Hispanics, who tend to be recent immigrants, and those who are bilingual. To communicate effectively, therefore, it is necessary to understand these nuanced differences to determine which messages are most effective and how to deliver them.

For instance, there is a difference in attitudes about the usefulness in planning for the future, an attitude directly tied to trying to get this special population to prepare for emergencies. Predominately Spanish-speaking Hispanics hold a more fatalistic attitude about the future than do bilingual Hispanics, according to a nationwide 2002 survey by the Pew Hispanic Center and the Kaiser Family Foundation. On the other hand, predominately English-speaking Hispanics are the least likely to subscribe to this belief.

1.1.2 Continue the targeted advertising campaign in the ethnic media developed by the NCR's citizen education campaign on emergency preparedness. The proposed follow up research will be used to adjust messaging to this special population, as well as the determining the optimum communication tools. However, advertising will be an efficient mechanism for reaching predominately non-English speaking audiences. Because there are a number of non-English language newspapers, radio stations and television stations in the NCR, advertising makes it possible to reach these audiences directly.

As an example, many native language newspapers exist in the NCR, reaching Spanish speaking audiences (*El Tiempo Latino*), Korean audiences (*Washington Korean Daily*) and Vietnamese audiences (*Pho Nho*). Radio also can be an effective medium for reaching non-English speaking residents, especially Spanish speakers. Almost 60 percent of Hispanics get some news during the average weekday from radio, according to a March 2004 nationwide survey by the Pew Hispanic Center. Of this percentage, 34 percent get their news exclusively from Spanish language radio stations — and 56 percent of foreign-born Hispanics get all their news from Spanish language radio. Taking the Hispanic community as an example again, research indicates that bilingual Hispanics consume news in both English and Spanish, according to several research studies. Therefore, it is important to advertise in native language media as well. The Tomás Rivera Policy Institute conducted a survey in 2002 in three large, urban markets with significant Hispanic populations; the institute's findings indicated advertisers would not reach 25 percent of Hispanic media consumers if information and advertising were only provided in English.

1.1.3 Leverage survey results and the advertising campaign to generate media stories in the English-language media and ethnic media outlets. Earned media coverage can be generated by disseminating the survey results and radio and print ads to the English language and ethnic media. This media outreach will be coordinated with the themes and messages used in paid advertising, multiplying the opportunities to deliver the preparedness message to this special population. Leveraging the media to deliver this message creates another benefit. Advertising allows for total control of the message and medium through which it is delivered — but the media is often seen as credible third-party messengers. Therefore, news stories about preparedness may spur individuals to action because the information is deemed to be trustworthy and unbiased, especially if delivered in native-language media.

1.1.4 Translate the English-language emergency preparedness materials, which will be developed as part of the citizen education campaign, into other languages. It will be essential to translate these materials, so they are accessible to non-English speakers. Research and U.S. Census data will determine which languages are most commonly spoken in the NCR, but current information suggests translating materials into Korean, Vietnamese and Spanish will be a top priority.

1.1.5 Continue grassroots outreach to recruit community leaders to join local Citizen Corps Councils. As indicated by HSPD-8 National Preparedness, an informed, engaged citizenry is essential for preparing and securing our nation. Therefore, every NCR resident, regardless of race or ethnicity, should be encouraged to become active in their local Citizen Corps Council. Not only will this involvement help achieve the goal of preparing the NCR, but also it will help meet the national goal of developing public awareness and participation. Partnerships will be formed with the organizations in the NCR that represent its many ethnic communities, including the National Congress of Vietnamese Americans and the National Council of La Raza, among others. By recruiting these community groups into the preparedness effort, person-to-person marketing will be used for reaching non-English speaking audiences. Many non-English speakers naturally fear and distrust government officials due to experiences in their native countries. Therefore, the most credible messengers for these individuals may be members from their own community.

Goal 2: Increase the emergency preparedness levels among the NCR's residents with disabilities. This national goal was articulated by President Bush last year when he signed Executive Order 13347. This order directs that people with disabilities should be fully integrated into the national emergency preparedness effort. Furthermore, the NCR is home to sizable numbers of people with disabilities. For instance, the District of Columbia is home to more than 115,900 people with disabilities while more than 108,500 such persons live in Fairfax County, as reported by the 2000 Census.

2.1 Objective: Build public awareness among this special population. This objective is important because individuals must become aware of the costs and benefits for any given behavior before they take action. And, just as importantly, this objective ties in with HSPD-8's national goal of increasing public awareness and citizen participation.

2.1.1 Conduct survey research with this special population to measure emergency preparedness levels, identify barriers to action, and employ effective communication tools. While national surveys by groups like the National Organization on Disability (NOD) reveal that people with disabilities are less prepared for an emergency, no NCR-specific data exist. Therefore, it will be important to identify baseline preparedness levels, effective messages, best mediums for communication, and any barriers to taking action. Qualitative research, such as focus groups or in-depth interviews with members from this special population, is suggested, as well as quantitative research like polling. The project may conduct research on its own, or it may partner with nonprofit organizations to continue ongoing research or extend research that has already been conducted these groups. A final survey will be conducted at the end of this project to gauge its effectiveness with the audiences targeted.

National research by NOD, for example, demonstrates that people with disabilities report feeling less prepared for emergencies than the population as a whole, according to 2002 and 2001 polls by this group. For example, 43 percent of people with disabilities say they are "somewhat anxious" about their safety compared to 36

percent of people without disabilities. Post 9/11, 36 percent of people with disabilities say they are more concerned for their safety than they were before the terrorist attacks; this figure is higher than for people without disabilities, 27 percent of whom are more concerned than prior to 9/11. However, it is currently unknown at what levels people with disabilities in the NCR are prepared or what they perceive as the barriers to getting prepared.

Once again, the citizen education campaign will capture responses from people with disabilities because random sampling will be used. However, in-depth research about this special population likely will not be conducted. Furthermore, additional research is required to help determine the most effective tools for communicating with the NCR's residents with disabilities; some surveys, for example, indicate that the print media and the Internet may be effective communications mediums. The Deaf and Hard of Hearing Consumer Advocacy Network (DHHCAN), for instance, through its research last year discovered newspapers were effective for delivering preparedness messages before an emergency. The Internet, on the other hand, is increasingly being used during and after emergencies.

2.1.2 *Survey existing emergency preparedness materials aimed at people with disabilities to see if they are available in accessible formats; distribute these materials if available or provide the emergency preparedness materials that will be developed as part of the citizen education campaign in accessible formats as necessary.* Several groups have developed emergency preparedness materials for people with disabilities, but it is unclear whether many of these materials are available in accessible formats. Of the 40 percent of emergency managers around the nation who are conducting education campaigns directly geared towards people with disabilities, only 16 percent say their outreach materials are in an accessible format, such as Braille, cassette, and large type, according to NOD's 2004 research. This figure suggests that accessible emergency preparedness materials probably are not available in the NCR either.

Accessibility goes beyond considerations of the format in which materials are made available; materials also must account for language differences. For example, there were no widely recognized signs in American Sign Language for terrorism or Osama bin Ladin until after 9/11, according to research by DHHCAN, and American Sign Language did not have equivalents for words such as "airstrike" and "freezing assets" until after 9/11.

Therefore, it will be important to survey local jurisdictions to see if they provide accessible materials; work with organizations representing people with disabilities to see if they have existing materials to distribute; and translate the materials developed by the citizen education campaign on emergency preparedness if necessary.

2.1.3 *Leverage research results and partnerships with groups that represent people with disabilities to generate earned media.*

Once again, the project can generate media stories by disseminating any research that is conducted or by publicizing partnerships that are developed. Besides conducting

outreach to the general media, the project also can use any research or partnerships as a “hook” for placing news stories in any specialized media widely read by people with disabilities. Media outreach will provide another avenue for communicating preparedness messages, amplifying the proposed grassroots efforts.

2.1.4 *Continue grassroots outreach to disseminate preparedness messages and recruit people with disabilities to join local Citizen Corps Councils.*

The NCR’s residents with disabilities will receive preparedness messages through the advertising and media outreach conducted by the citizen education campaign. Because some of these individuals may not be able to access this information, it will be necessary to deliver these messages directly to them through person-to-person marketing. In other words, the project proposes to engage in grassroots outreach.

The project will build partnerships with organizations, such as the Northern Virginia Resource Center for the Deaf and Hard of Hearing, which is receiving UASI funding to develop education and outreach programs. Other such organizations may include the National Organization on Disabilities, National Association of the Deaf, and American Red Cross. These groups can help deliver preparedness messages directly to the NCR’s residents with disabilities.

Additionally, the project will recruit leaders from these groups to join local Citizen Corps Councils, and these groups can also directly recruit its membership into joining. Already, people with disabilities have expressed interest in becoming more actively involved in preparedness efforts. DHHCA’s 2004 report, for example, explicitly called upon the government to involve the deaf and hard of hearing in “community, regional, state, and federal emergency planning processes, equipment testing, disaster exercises, Community Emergency Response Team trainings, Citizen Corps activities, training of public safety and security personnel, and other activities.”

Organization, Experience and Qualifications

The County of Fairfax, Virginia volunteered to be the proposed grantee to fulfill the proposed scope of services or act as the project manager to ensure that services are fulfilled.

Staffing Plan

The following details the proposed staff for this project, their qualifications, and personnel record-keeping procedures.

Project Director

Merni Fitzgerald

Director, Fairfax County Office of Public Affairs

As the project director, Merni Fitzgerald will spend five percent of her time directing the overall strategic direction of the project and liaising with regional stakeholders. Fitzgerald currently directs Fairfax County's Office of Public Affairs, and she chairs both the Metropolitan Washington Council of Governments (COG) Regional Emergency Support Function 14 and the Northern Virginia Regional Commission (NVRC) Public Information Officers group. For eight years, she also served as an elected member of the Falls Church City Council, two of those years as vice mayor. She is a past chairman of the Northern Virginia Regional Commission and is on the board of the United Way of the National Capital Area.

Project Manager

Full-Time Staff Person, Fairfax County Office of Public Affairs

A full-time staff person will be hired for the duration of the proposed project, as an allowed management and administrative cost of the sub-award. This staff person will spend 100 percent of their time working on this project, and on a daily basis, s/he will manage, administer, and implement the project. S/he will report directly to Project Director Merni Fitzgerald and will be subject to Fairfax County's personnel regulations and codes of conduct applicable to all such long-term, temporary county employees. Applicants for this position must have at least five years of demonstrated experience managing communications or advertising campaigns and demonstrated skills in building grassroots coalitions, with experience either in public relations, advertising or political campaigns.

Personnel Records

Accurate personnel records will be kept for each employee on the project; records will include information such as name, address, social security number, a resume of education, training, previous employment, written work experience, personal references, and a letter of employment and salary. This information will be collected and maintained by the Fairfax County's Department of Human Resources or its authorized agent, following the county's standard regulations and practices.

Project Budget and Narrative

A. Personnel – Project Director Merni Fitzgerald will donate her services, but the project manager, who will be hired if this project is approved, will spend 40 hours per week working on the project. S/he will be paid through the allowable 2.5 percent M&A costs allotted to sub-awards.

| Name/Position | Computation | Cost |
|-----------------------------------|---|----------------|
| Merni Fitzgerald/Project Director | Donated services | \$0 |
| Not Available/Project Manager | 40 hours/ week; 100 percent of this time will be devoted to the project | \$8,750 |
| | | |
| | | |
| | | |
| Total | | \$8,750 |

B. Fringe Benefits – Fringe benefits for Project Director Merni Fitzgerald and the project manager will be donated.

| Name/Position | Computation | Cost |
|-----------------------------------|--------------------|-------------|
| Merni Fitzgerald/Project Director | Donated Services | \$0 |
| Not Available/Project Manager | Donated Services | \$0 |
| | | |
| | | |
| | | |
| Total | | \$0 |

C. Travel – All travel costs for both Project Director Merni Fitzgerald and the project manager will be donated.

| Purpose of Travel | Location | Item | Computation | Cost |
|--------------------------|-----------------|-------------|--------------------|-------------|
| | | | | \$0 |
| | | | | \$0 |
| | | | | |
| | | | | |
| | | | | |
| Total | | | | \$0 |

D. Equipment – Any nonexpendable equipment that is purchased will be donated.

| Item | Computation | Cost |
|--------------|-------------|-------------|
| Equipment | | \$0 |
| | | |
| | | |
| | | |
| <i>Total</i> | | \$ 0 |

E. Supplies – Any supplies, such as office supplies, postage, etc., will be donated.

| Item | Computation | Cost |
|--------------|-------------|-------------|
| Supplies | | \$0 |
| | | |
| | | |
| | | |
| <i>Total</i> | | \$ 0 |

F. Consultants/Contracts – The county’s written procurement policy will be followed.

| Name of Consultant | Service Provided | Computation | Cost |
|--------------------|------------------|-------------|------------|
| | | | |
| | | | |
| | | | |
| <i>subtotal</i> | | | \$0 |

Consultant Expenses: List all expenses to be paid from the grant to the individual consultant in addition to their fees (i.e., travel, meals, lodging, etc.)

| Item | Location | Computation | Cost |
|-----------------|----------|-------------|------------|
| | | | |
| <i>subtotal</i> | | | \$0 |

Contracts: Provide a description of the product or services to be procured by contract and an estimate of the cost. Applicants are encouraged to promote free and open competition in awarding contracts. A separate justification must be provided for sole source contracts in excess of \$100,000.

| Item | Cost |
|---|------------------|
| Research (polling, focus groups, etc.) | \$75,000 |
| Translation and production of materials into accessible formats | \$65,000 |
| Translation and printing of materials into languages other than English | \$75,000 |
| Media outreach to ethnic outlets (to be conducted by outside firm) | \$35,000 |
| Advertising to targeted ethnic media outlets (not a sole source contract) | \$100,000 |
| subtotal | \$350,000 |

G. Other Costs – Other costs, such as rent, reproduction, telephone, janitorial or security services, will be donated.

| Description | Computation | Cost |
|--------------------|--------------------|-------------|
| | | |
| | | |
| | | |
| | | |
| Total | | \$0 |

H. Indirect Costs – No indirect costs will be incurred.

| Description | Computation | Cost |
|--------------------|--------------------|-------------|
| | | |
| | | |
| | | |
| | | |
| Total | | \$0 |

| Budget Category | Amount |
|----------------------------|------------------|
| A. Personnel | \$8,750 |
| B. Fringe Benefits | \$0 |
| C. Travel | \$0 |
| D. Equipment | \$0 |
| E. Supplies | \$0 |
| F. Consultants/Contracts | \$350,000 |
| G. Other | \$0 |
| Total Direct Costs | \$358,750 |
| H. Indirect Costs | \$0 |
| TOTAL PROJECT COSTS | \$358,750 |

The total budget for this project, including management and administration fees, is \$358,750. The standard 2.5 percent of the award (\$8,750) will be used by Fairfax County for management and administrative costs associated with hiring a full-time staff person to implement the project.

The research component of this project (\$75,000) would begin in October 2005 and last approximately four months. While the citizen education campaign will gather information about the special populations targeted by this project, the campaign will not conduct in-depth research on these groups. Therefore, additional research is critical as explained in the project description section of this RFA. A final survey would be conducted in September 2006 to gauge effectiveness of the project's outreach efforts. Evaluation of the results would conclude by September 2006.

Additionally, it will be important to translate materials into accessible formats and languages other than English. Translation of materials into other languages (\$75,000) will begin in January 2006 and last for approximately one month. Translation of materials into accessible formats (\$65,000) will begin in October 2005 and last approximately four months.

Paid advertising to ethnic media outlets (\$100,000) will run from February to May 2006 and in September 2006 during National Preparedness Month. Advertising will include but is not limited to paid advertising on radio, television and print; printed information pamphlets, flyers and materials; public service announcements; Internet advertising; and point-of-purchase materials, among others. As detailed in the project description section of this RFA, paid advertising can be an efficient, cost-effective method for reaching non-English speakers.

A specialty public relations firm(s) (\$35,000) would be hired to generate news stories in ethnic media outlets. This media outreach will be conducted during the same period as the paid advertising campaign, from February to May 2006 and in September 2006, during National Preparedness Month. These media outreach efforts will amplify the message delivered in advertising and offer another medium for delivering the preparedness message. Additionally,

news stories can provide added credibility to the message delivered through advertising because the media is often viewed as a credible third party messenger.

While no money has been specifically budgeted for grassroots outreach and partnership building, the project will distribute translated materials to these groups.

CERTIFICATIONS

**GOVERNMENT OF THE DISTRICT OF COLUMBIA
OFFICE OF THE DEPUTY MAYOR FOR PUBLIC SAFETY AND JUSTICE**

Certifications Regarding Lobbying; Debarment, Suspension and Other Responsibility Matters; and Drug-Free Workplace Requirements

Applicants should refer to the regulations cited below to determine the certification to which they are required to attest. Applicants should also review the instructions for certification included in the regulations before completing this form. Signature of this form provides for compliance with certification requirements under 28 CFR Part 69, "New Restrictions on Lobbying" and 28 CFR Part 67, "Government-wide Debarment and Suspension (Non-procurement) and Government-wide Requirements for Drug-Free Workplace (Grants)." The certifications shall be treated as a material representation of fact.

1. LOBBYING

As required by Section 1352, Title 31 of the U.S. Code and implemented at 28 CFR Part 69, for persons entering into a grant or cooperative agreement over \$100,000, as defined at 28 CFR Part 69, The applicant certifies that:

- (a) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the making of any Federal grant, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal grant or cooperative agreement;
- (b) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal grant or cooperative agreement, the undersigned shall complete and submit Standard Form - III, "Disclosure of Lobbying Activities," in accordance with its instructions;
- (c) The undersigned shall require that the language of this certification be included in the award documents for all sub awards at all tiers including sub grants, contracts under grants and cooperative agreements, and subcontracts) and that all sub-recipients shall certify and disclose accordingly.

**2. DEBARMENT, SUSPENSION, AND OTHER RESPONSIBILITY MATTERS
(DIRECT RECIPIENT)**

As required by Executive Order 12549, Debarment and Suspension, and implemented at 28 CFR Part 67, for prospective participants in primary covered transactions, as defined at 28 CFR Part 67, Section 67.510—

A. The applicant certifies that it and its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, sentenced to a denial of Federal benefits by a State or Federal court, or voluntarily excluded from covered transactions by any Federal department or agency;
- (b) Have not within a three-year period preceding this application been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public Federal, State, or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State, or local with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
- (d) Have not within a three-year period preceding this application had one or more public transactions (Federal, State, or local) terminated for cause or default; and

B. Where the applicant is unable to certify to any of the statements in this certification, he or she shall attach an explanation to this application.

3. DRUG-FREE WORKPLACE (GRANTEES OTHER THAN INDIVIDUALS)

As required by the Drug Free Workplace Act of 1988, and implemented at 28 CFR Part 67, Subpart F. for grantees, as defined at 28 CFR Part 67 Sections 67.615 and 67.620—

A. The applicant certifies that it will or will continue to provide a drug-free workplace by:

- (a) Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in The applicant's workplace and specifying the actions that will be taken against employees for violation of such prohibition;

- (b) Establishing an on-going drug-free awareness program to inform employees about—
 - (1) The dangers of drug abuse in the workplace;
 - (2) The applicant's policy of maintaining a drug-free workplace;
 - (3) Any available drug counseling, rehabilitation, and employee assistance programs; and
 - (4) The penalties that may be imposed upon employees for drug abuse violations occurring in the workplace;
- (c) Making it a requirement that each employee to be engaged in the performance of the grant be given a copy of the statement required by paragraph (a);
- (d) Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will—
 - (1) Abide by the terms of the statement; and
 - (2) Notify the employer in writing of his or her conviction for a violation of a criminal drug statute occurring in the workplace no later than five calendar days after such conviction;
- (e) Notifying the agency, in writing, within 10 calendar days after receiving notice under subparagraph (d)(2) from an employee or otherwise receiving actual notice of such conviction. Employers of convicted employees must provide notice, including position title to: Office of Grants Management and Development, 717 14th St., NW, Suite 1200, Washington, DC 20005. Notice shall include the identification number(s) of each affected grant;
- (f) Taking one of the following actions, within 30 calendar days of receiving notice under subparagraph (d)(2), with respect to any employee who is so convicted—
 - (1) Taking appropriate personnel action against such an employee, up to and including termination, consistent with the requirements of the Rehabilitation Act of 1973, as amended; or
 - (2) Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency;
 - (3) Making a good faith effort to continue to maintain a drug free workplace through implementation of paragraphs (a), (1), (c), (d), and (e) and (f)

B. The applicant may insert in the space provided below the sites for the performance of work done in connection with the specific grant:

Place of Performance (Street address, city, county, state, zip code)

Fairfax County Office of Public Affairs, 12000 Government
Center Parkway, Suite 551, Fairfax, VA 22035

As the duly authorized representative of the applications, I hereby certify that the applicant will comply with the above certifications.

1. Grantee Name and Address:

Merni Fitzgerald, Office of Public Affairs, 12000 Government
Center Parkway, Suite 551, Fairfax, VA 22035

2. Application Number and/or Project Name: 14-C (14-3) Emergency Preparedness:
Outreach to Special Populations

3. Grantee IRS/Vendor Number: 54-0787833

Merni Fitzgerald, Director, Fairfax County Office of Public Affairs

4. Typed Name and Title of Authorized Representative

5. Signature _____ 6. Date March 3, 2005

STANDARD ASSURANCES

**GOVERNMENT OF THE DISTRICT OF COLUMBIA
OFFICE OF THE DEPUTY MAYOR FOR PUBLIC SAFETY AND JUSTICE**

STANDARD ASSURANCES

The applicant hereby assures and certifies compliance with all Federal statutes, regulations, policies, guidelines and requirements, including OMB Circulars No. A-21, A-110, A-122, A-128, A-87; E.O. 12372 and Uniform Administrative Requirements for Grants and Cooperative Agreements - 28 CFR, Part 66, Common Rule, that govern the application, acceptance and use of Federal funds for this federally-assisted project.

Also, the Application assures and certifies that:

1. It possesses legal authority to apply for the grant; that a resolution, motion or similar action has been duly adopted or passed as an official act of The applicant's governing body, authorizing the filing of the application, including all understandings and assurances contained therein, and directing and authorizing the person identified as the official representative of The applicant to act in connection with the application and to provide such additional information as may be required.
2. It will comply with requirements of the provisions of the Uniform Relocation Assistance and Real Property Acquisitions Act of 1970 P.L. 91-646 which provides for fair and equitable treatment of persons displaced as a result of Federal and federally-assisted programs.
3. It will comply with provisions of Federal law which limit certain political activities of employees of a State or local unit of government whose principal employment is in connection with an activity financed in whole or in part by Federal grants. (5 USC 1501, et. seq.).
4. It will comply with the minimum wage and maximum hour's provisions of the Federal Fair Labor Standards Act if applicable.
5. It will establish safeguards to prohibit employees from using their positions for a purpose that is or gives the appearance of being motivated by a desire for private gain for themselves or others, particularly those with whom they have family, business, or other ties.
6. It will give the sponsoring agency of the Comptroller General, through any authorized representative, access to and the right to examine all records, books, papers, or documents related to the grant.

7. It will comply with all requirements imposed by the Federal-sponsoring agency concerning special requirements of Law, program requirements, and other administrative requirements.
8. It will insure that the facilities under its ownership, lease or supervision which shall be utilized in the accomplishment of the project are not listed on the Environmental Protection Agency's (EPA), list of Violating Facilities and that it will notify the Federal grantor agency of the receipt of any communication from the Director of the EPA Office of Federal Activities indicating that a facility to be used in the project is under consideration for listing by the EPA.
9. It will comply with the flood insurance purchase requirements of Section 102(a) of the Flood Disaster Protection Act of 1973, Public Law 93-234-, 87 Stat. 975, approved December 31, 1976. Section 102(a) requires, on and after March 2, 1975, the purchase of flood insurance in communities where such insurance is available as a condition for the receipt of any Federal financial assistance for construction or acquisition purposes for use in any area that has been identified by the Secretary of the Department of Housing and Urban Development as an area having special flood hazards. The phrase "Federal Financial Assistance" includes any form of loan, grant, guaranty, insurance payment, rebate, subsidy, disaster assistance loan or grant, or any other form of direct or indirect Federal assistance.
10. It will assist the Federal grantor agency in its compliance with Section 106 of the National Historic Preservation Act of 1966 as amended (16 USC 470), Executive Order 11593, and the Archeological and Historical Preservation Act of 1966 (16 USC 569a-1 et. seq.) By (a) consulting with the State Historic Preservation Officer on the conduct of investigations, as necessary, to identify properties listed in or eligible for inclusion in the National Register of Historic Places that are subject to adverse effects (see 36 CFR Part 800.8) by the activity, and notifying the Federal grantor agency of the existence of any such properties, and by (b) complying with all requirements established by the Federal grantor agency to avoid or mitigate adverse effects upon such properties.
11. It will comply, and assure the compliance of all its sub grantees and contractors, with the applicable provisions of Title I of the Omnibus Crime Control and Safe Streets Act of 1968, as amended, the Juvenile Justice and Delinquency Prevention Act, or the Victims of Crime Act, as appropriate; the provisions of the current edition of the Office of Justice Programs Financial and Administrative Guide for Grants; and all other applicable Federal laws, orders, circulars, or regulations.
12. It will comply with the provisions of 28 CFR applicable to grants and cooperative agreements including Part 18. Administrative Review Procedure; Part 20, Criminal Justice Information Systems; Part 22, Confidentiality of Identifiable Research and Statistical Information; Part 23, Criminal Intelligence Systems Operating Policies; Part 30, Intergovernmental Review of Department of Justice Programs and

Activities; Part 42, Nondiscrimination/Equal Employment Opportunity Policies and Procedures; Part 61, Procedures for Implementing the National Environmental Policy Act; Part 63, Flood Plain Management and Wetland Protection Procedures; and Federal laws or regulations applicable to Federal Assistance Programs.

13. It will comply, and all its contractors will comply, with the non-discrimination requirements of the Omnibus Crime Control and Safe Streets Act of 1968, as amended, 42 USC 3789(d), or Victims of Crime Act (as appropriate); Title VI of the Civil Rights Act of 1964, as amended; Section 504 of the Rehabilitation Act of 1973, as amended; Subtitle A, Title II of the Americans with Disabilities Act (ADA) (1990); Title IX of the Education Amendments of 1972; the Age Discrimination Act of 1975; Department of Justice Non-Discrimination Regulations, 28 CFR Part 42, Subparts C, D, E and G; and Department of Justice regulations on disability discrimination, 28 CFR Part 35 and Part 39.
14. In the event a Federal or State court or Federal or State administrative agency makes a finding of discrimination after a due process hearing on the grounds of race, color, religion, national origin, sex, or disability against a recipient of funds, the recipient will forward a copy of the finding to the Office for Civil Rights, Office of Justice Programs.
15. It will provide an Equal Employment Opportunity Program if required to maintain one, where the application is for \$500,000 or more.
16. It will comply with the provisions of the Coastal Barrier Resources Act (P.L 97-348), dated October 19, 1982, (16 USC 3501 et. seq.) which prohibits the expenditure of most new Federal funds within the units of the Coastal Barrier Resources System.

Merni Fitzgerald
Print Name

Director, Office of Fairfax County Public Affairs
Print Title

Signature

March 3, 2005
Date