



ISS theRADIOsource.com

Information Station Specialists

The nation's sole, domestically owned source for Information Radio Station and Advisory Sign Systems that public agencies use to broadcast safety and service messages to motorists.

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May 2011

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Funding Resources for Emergency Applications

2011 Preparedness Grants

MAY 26, 2011, [Emergency Management and Response Information Sharing and Analysis Center \(EMR-ISAC\)](#) — *InfoGram 21 11*

Late last week, the Department of Homeland Security announced the release of Fiscal Year 2011 grants guidance and application kits for 12 DHS programs totaling \$2.1 billion. The grant programs were developed to assist states, urban areas, tribal, and territorial governments, non-profit agencies, and the private sector in strengthening our nation's ability to prevent, protect, respond, and recover from terrorist attacks, major disasters, and other emergencies.

Referring to the [DHS press release](#), the Emergency Management and Response—Information Sharing and Analysis Center (EMR-ISAC) confirmed the FY 11 grants focus on the highest risk cities facing the most significant threats. Additionally, they will continue to provide dedicated funding to law enforcement throughout the country to prepare for, prevent, and respond to pre-operational activity and other crimes that are precursors or indicators of terrorist activity.

The grant guidance incorporates feedback from state, local, tribal, territorial, and private sector partners, and includes specific steps implemented by DHS to improve the ability of state and local personnel to apply for and utilize grant funding.

See also:

- See DHS grants for more information regarding FY 11 grants - [website](#).

2011 Grant-Getting Guidance

February 24, 2011, [HOMELAND SECURITY TODAY](#) — This "Grants and Funding" article (pages 49-66 in particular) contains useful information for emergency agencies who want to apply for grants. Included is . . .

- Available 2011 Homeland Security Grant Programs.
- Guidance about top funders.
- Funding critical infrastructure.
- Positioning a 2011 project.
- Working through bureaucracy.

Also, the Department of Homeland Security has a website dedicated to [grants opportunities](#). Additional grants information appears at the [US Fire Administration website](#).

See also:

- 2011 DHS Budget Summary - [PDF download](#).
- Your state homeland security contact - [webpage](#).

Other Funding Websites of Interest

1. [Responder Knowledge Base](#) has links to DHS program guidelines and direct access to the CEDAP program for first responders, including equipment. ISS products are a part of this FEMA approved list. Just key in the term "emergency advisory radio" in the SEARCH field on the RKB's homepage.
2. [Federal Electronic Grants Clearinghouse](#) to help with grant prep.
3. [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.
4. [US Fire Administration's Assistance for Firefighters](#) has "staffing for adequate fire and emergency response" grant info.
5. [Foundation Center's Subscriber Service Database](#) contains info on foundation giving

- Private funding public safety grants - [WEBPAGE](#).
- Other funding links & writing tips at the bottom of this webpage.

The AEL /SEL / RKB / IAB Conundrum

Specific companies and products are not assigned Authorized Equipment List (AEL) numbers, and there are no products listed on the AEL. Rather, it is a "generic" list of equipment allowable under FEMA's major Homeland Security grant programs. The most that can happen is for specific products to be linked to the [Standardized Equipment List \(SEL\)](#) as examples, then indirectly linked to the AEL.

The SEL is a guideline and its use is voluntary. It promotes interoperability and standardization across the response community at the local, state and federal levels by offering standard reference and common terminology. The IAB does not assume any liability for the performance of the equipment items linked to the SEL. However, when products are linked to a SEL item on the Responders Knowledge Base (RKB), it signifies that the product meets the IAB Subgroup's intent of the SEL category. This linkage acts as a bridge from a product to an AEL item for the RKB, since products cannot be linked directly to the AEL. Not every product listed on the RKB can be linked to the SEL, because they don't all fit into categories the SEL specifies.

It's helpful to keep in mind, that a product does not need to be indirectly linked to an AEL item for departments to purchase it with FEMA Preparedness grants. Rather, if they simply look at the AEL and find an item that best describes a product, it's a good beginning.

If you plan a purchase using FEMA preparedness grants, it might be useful to contact your [State Administrative Agency \(SAA\)](#). Since the RKB is not authorized to definitively tell requesters whether any particular piece of equipment is allowable, nor can it make interpretations regarding grant wording, All questions regarding details on and allow-ability of DHS funds relating to the AEL and DHS in general should be directed to your state contact at [this DHS link](#) or by calling the DHS Centralized Scheduling and Information Desk at (800) 368-6498. You may also reach DHS staff at [this email address](#).

Grant Success Stories & Peer Contacts

FEDERAL FUNDING EXAMPLES



"We purchased our [RoadRunnR 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."

Gresham, Oregon, purchased an ALERT AM system and went on the air circa February 2005 with WOQA (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. [See The Oregonian article](#).

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](#).

FEMA

The Federal Emergency Management Agency, now part of the Department of Homeland Security, 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](#) 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

STATE FUNDING EXAMPLES



State Homeland Security Program Example

With this grant, [Dennis English](#) of San Miguel County/Las Vegas Office of Emergency Management 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. 

Local Funding EXAMPLES

(private sources, including philanthropic organizations and corporations)



Foundation Gifts & Grants: the Wildland Residents Association Example

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.

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 Example

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

across the country.

6. FOR SCHOOLS . . .

Federal Government's
"emergency planning"
webpages for schools.

flashing alert signs. [Courtney Smith](#), the County's emergency management planning coordinator is the contact.

[David Burns 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.

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](#). See also [the story and a way to contact emergency chief Kevin Scarpa](#).

Amber Alert Emergency Alert System (EAS) Example

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 Manual Soto by clicking here](#).

commitment to its surrounding community with commercial-free broadcasts. [Contact ISS for details](#).

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](#). 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 Example

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.

Grant Prep 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.

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.

Other Funding Websites of Interest


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6. **FOR SCHOOLS . . .**
[Federal Government's "emergency planning" webpages for schools.](#)

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US Patents: PowerPlane "Flex" Factory-Assembled Groundplane (#5,495,261), Vertical Profile Antenna System (#7,027,008)
US Pending Patent: RadioSTAT Portable Emergency Radio Station (#12/616,852)

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Pending Trademarks: RadioSTAT™ and Signalcast!P™

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[Limitations](#)