



## CDEM Resilience Fund project application form

Application for CDEM Resilience Collaborative fund approval	
Project title	Get Ready at Home – Pilot Project
Date of application	12 February 2013
Details on application	
Lead local authority	Horizons Regional Council
CDEM Group	Manawatu-Wanganui
Other local authorities or Groups supporting the proposal	Members of the Manawatu-Wanganui CDEM Group
Project description	
<p>Executive summary [200 words maximum description.]</p> <p>This Get Ready at Home (GR@H) pilot project is being conducted to field test the resource kit developed by the Group (with support from the Resilience Fund). The project aims to visit homes in the Himatangi Beach community to educate families about hazards and risks and to physically mitigate earthquake hazards in the house (i.e. fix, fasten and forget).</p> <p>The project will be implemented by volunteer GR@H Ambassadors coordinated by a paid Coordinator and supported by the local EMO. The full project timeline is around 20 weeks with delivery on the ground being 8-9 weeks. The project timeline includes:</p> <ul style="list-style-type: none"> <li>• Milestone start date</li> <li>• Finalising campaign funds and sponsorship/support</li> <li>• Recruitment, appointment and training of the Coordinator</li> <li>• Development of localized resources based on the resource kit</li> <li>• Ambassador recruitment, appointment and training of the Ambassadors</li> <li>• Advertising and promotions including community workshops</li> <li>• Pre campaign survey</li> <li>• Conducting the field work</li> <li>• Conducting the fixing programme (doing the in-home fix, fasten forget)</li> <li>• Preparation of progress reports and a campaign report</li> <li>• Post campaign survey</li> <li>• Reporting to the CDEM Group and other CDEM Groups and MCDEM</li> </ul> <p>A detailed project brief has been prepared and is attached to this application.</p>	
<p>Problem/opportunity [200 words maximum description.]</p> <p>The opportunity exists to field test and fine tune the Get Ready at Home resource toolkit and to share the lessons of implementation with other Groups throughout the country. Himatangi Beach is a community of a manageable size for such an activity with hazards including permanent fire restriction, earthquake, tsunami, a highly transient population. These factors are ideal for proof of concept for Get Ready at Home.</p> <p>The community has been proactive in working with the CDEM Group to develop a Community Response Plan. A Get Ready at Home project takes that initiative further through education and physical mitigation.</p> <p>It is the intention of the Group to partner with agencies with similar safety initiatives including New Zealand Fire Service (smoke alarms and fire safety), ACC (home injury prevention), Neighbourhood Support (crime prevention and social support), Surf Life Saving (swim</p>	

between the flags).

Alignment with identified goals and objectives *[200 words maximum description.]*

The campaign fits the vision and objectives of the CDEM Group. The Group's vision is:

To build a resilient and safer region with  
communities understanding and managing  
their hazards and risks

The objectives of the Group are:

1. Increasing community awareness, understanding, preparedness and participation in civil defence emergency management
2. Reducing the risks from hazards in the region
3. Enhancing the region's ability to respond to emergencies
4. Enhancing the region's ability to recover from emergencies

We believe that this campaign delivers in regard to all objectives of the Group. In addition, two of the objectives of the Coordinating Executive Group Chair's Forum for effective use of the Resilience Fund can be met. These are:

- Objective 2: design and development of learning content that contributes to CDEM capability.
- Objective 4: community resilience – programmes to enhance the resilience of communities, including community response plans.

Dissemination of benefits to sector *[200 words maximum description.]*

Incorporated into the project is the conducting of pre and post project community surveys. The results of these surveys will be circulated to all Groups in New Zealand. We also undertake to provide information on how the project rolled out, what worked and what didn't. This information will be in the form of a project report.

During the course of the project, we will also make information available to MCDEM for publication in the e-bulletin, Tephra and MCDEM website as appropriate.

### Project design

Project manager	Ross Brannigan, Horizons Regional Council
Other project members	Neighbourhood Support, Kawakawa Emergency Management Group, New Zealand Fire Service, Surf Life Saving, ACC
External providers/contractors	TBC

### Deliverables

Milestone	Date for completion	Cost
When funding available.	31 June 2014	\$155,000

### Identified risks

Risk	Suggested management
<ol style="list-style-type: none"> <li>1. Significant emergency event resulting in deployment of participants in response/support.</li> <li>2. Reduced sponsorship</li> </ol>	<ol style="list-style-type: none"> <li>1. Nil</li> <li>2. Scale project to match funding</li> </ol>

<b>Funding request and use</b>	
CDEM resilience fund contribution	\$75,000
Local authority contribution	\$25,500 MDC \$30,000 HRC
Other sources of funding	\$24,500 sponsors to be confirmed
Expenditure <i>[Please supply details]</i>	\$155,000
<b>Application confirmation</b>	
Approval of Chief Executive	
<b>CDEM Group comment</b>	
Comment	
Approval of Coordinating Executive Group Chair	



## RESILIENCE FUND APPLICATION

### PURPOSE

1. The purpose of this item is to present the proposed CDEM Group Resilience Fund application for consideration of the Coordinating Executive Group.

### BACKGROUND

2. The purpose of the CDEM Resilience Fund is to enhance resilience to civil defence emergencies through the development of local and regional civil defence emergency management capability. Funding is provided to local authorities to undertake specific projects that will improve civil defence emergency management capability and contribute towards resilience.
3. The CDEM Group received Resilience Funding to develop the Get Ready at Home resource that has been distributed to CDEM Groups throughout the country. The current project proposal takes this material and implements a programme with a local community. The aim of the project is twofold:
  - Field test the concept of an in-home disaster preparedness campaign based on the Get Ready at Home resource material with a view to sharing the experiences and community benefits of conducting the campaign with other CDEM Groups; and
  - Raise CDEM awareness and resilience in the community of Himatangi Beach

### GET READY AT HOME – PILOT PROJECT

4. A project brief has been developed to fully describe the Get Ready at Home Pilot Project and is attached at Annex A.
5. A project budget has been drafted and is attached at Annex B. It is important to note that the level of activity in the community will be dictated by the level of funding success. The programme will be tailored to provide maximum effect for the funds available.
6. A CDEM Group Resilience Fund application form is attached and will be accompanied by a copy of the brief and budget.

### RECOMMENDATIONS

7. It is recommended that the Manawatu-Wanganui Civil Defence Emergency Management Group's Co-ordinating Executive Group:
  - a. **receives** the report;
  - b. **supports** the Get Ready at Home Pilot Project described in the project brief;
  - c. **endorses** the application to the CDEM Resilience Fund for 50% of the cost of the project up to \$75,000.

Shane Bayley  
Manager Emergency Management Office



## 1. Purpose

The purpose of this Get Ready at Home campaign is twofold, to:

- Field test the concept of an in-home disaster preparedness campaign based on the Get Ready at Home resource material with a view to sharing the experiences and community benefits of conducting the campaign with other CDEM Groups; and
- Raise CDEM awareness and resilience in the community of Himatangi Beach

### 1.1 Scope

The Get Ready at Home campaigns target a community that has been identified as being at risk for one reason or another. That may be a particular susceptibility to a hazard or a vulnerable demographic that has been identified. The campaigns may be as extensive as funding will allow but should not present an overwhelming or confused message to participants. The campaigns may partner with other agencies with a similar message (such as Neighbourhood Support or the NZ Fire Service). The campaigns will not however partner with any law enforcement agency messages.

### 1.2 Vision and objectives

The campaign fits the vision and objectives of the CDEM Group and the National CDEM Strategy. The Group's vision is:

To build a resilient and safer region with communities understanding and managing their hazards and risks

The objectives of the Group are:

1. Increasing community awareness, understanding, preparedness and participation in civil defence emergency management
2. Reducing the risks from hazards in the region
3. Enhancing the region's ability to respond to emergencies
4. Enhancing the region's ability to recover from emergencies

We believe that this campaign delivers in regard to all objectives of the Group. In addition, two of the objectives of the Coordinating Executive Group Chair's Forum for effective use of the Resilience Fund can be met. These are:

- Objective 2: design and development of learning content that contributes to CDEM capability.
- Objective 4: community resilience – programmes to enhance the resilience of communities, including community response plans.

## 2. Proposal – Himatangi Beach Pilot Campaign

This proposal is for a pilot GR@H campaign to be run in Himatangi Beach with a view to highlighting tsunami and earthquake hazards of the area. Additional information will also be provided as part of the campaign depending on the final partners supporting the campaign. Potentially, New Zealand Fire Service, ACC, Surf Life Saving and Neighbourhood Support could be brought in on the campaign.

Himatangi has been selected for this pilot campaign due to the size of the community, willingness to engage in emergency management initiatives, obvious threats and highly seasonal population challenges.

Himatangi Beach has approximately 400 houses, many of which are unoccupied during the week. This will add an element of challenge but one that is worth exploring solutions for. The settlement has a volunteer fire brigade, motor camp and a few shops.



The community was very engaged with emergency management staff for the recent development of a Community Response Plan. This campaign takes that initiative a step further and takes emergency management into the homes of Himatangi Beach residents. Get Ready at Home Ambassadors will leave the participating households having made a difference in increasing the resilience of that household.

The target for the campaign should be 50% of households (200) participating in the campaign with an optimistic upper target of 75% (300 households). Largely, it is the resident population we want to target however if holiday home owners want to participate that should not be discouraged.

A pre-campaign survey of households to determine the level of preparedness and willingness to participate in the campaign will be undertaken to confirm the extent of the campaign and the required budget and resourcing. This is likely to be a postal survey with the ratepayers.

### 2.1.1 Delivery options

A number of delivery options exist:

- Employed coordinator with employed ambassadors
- Employed coordinator with volunteer ambassadors (this has been shown in the budget)
- Volunteer coordinator with volunteer ambassadors

Ambassadors work in teams of two to deliver the campaign. On the basis of 4 houses per day, this would be an 8 week campaign on the ground (assuming two teams of two) if 300 households in Himatangi Beach took up the Get Ready at Home challenge.

A mix of daytime, evening and weekend work would be required to capture the mixed occupancy of houses at the beach.

A budget has been prepared considering 300 homes taking up the challenge using a paid coordinator and three ambassadors. The coordinator would also participate in the field work as an ambassador.

---

## **2.2 Description of the campaign**

The Himatangi Beach Get Ready at Home campaign will cover a number of phases:

- Pre-campaign awareness and preparedness survey including an indication of interest in participating in the campaign.
- Public workshops to promote the campaign and personal readiness
- In-home resilience building including a discussion on the hazards in the area, household emergency planning, survival items and earthquake restraints.
- Contracted work team to undertake physical works
- Post-campaign survey to assist in determining the success of the campaign

### **2.2.1 Pre-campaign survey**

This survey would be undertaken by a professional survey company such as Peter Glen Research (who has undertaken the CDEM Group survey previously). The survey would look to repeat elements of the Group survey to establish a baseline of awareness and preparedness for the local area. The survey will also discuss the Get Ready at Home campaign to gauge interest in the campaign and to estimate the likely uptake of the offer of a home visit to help them prepare for a disaster. The survey technique has not yet been determined however a postal survey with ratepayers seems a logical choice (despite potential low returns).

### **2.2.2 Community workshops**

Community workshops would be tailored to target existing groups in the community to provide a brief presentation on the campaign, provide tips about preparedness and to register households to participate in the programme. Pass it on resources will also be provided at these workshops to encourage the community to share the opportunity with their neighbours.

### **2.2.3 Household visit**

The household visit is the crux of the campaign. Two Ambassadors visit the home at a pre-arranged time that suits the occupiers. If possible, while one Ambassador talks through the hazards and household emergency arrangements with one occupant, the other Ambassador does an earthquake safety check. Ambassadors should not do the safety check unaccompanied.

At the end of the safety check, the two Ambassadors discuss the 'leave at home' material and any other key messages that might be part of the campaign (depending on partners).

A programme of agreed works is discussed and depending on the level of sponsorship either a follow up visit by the work team to make the improvements is arranged, vouchers for discounted supplies to make the improvements themselves or instructions on how to make the improvements are left.

### **2.2.4 Work to improve resilience**

The work that was identified during the earthquake safety inspection is undertaken. Again, this is at an agreed time and undertaken by someone who has been trained in securing bookcases, water cylinders etc. A contractor working for the campaign would be ideally suited to this part of the campaign such as 'Hire A Hubby' or a local building contractor.



### 2.2.5 Post campaign survey

At the conclusion of the campaign a survey will be conducted to gauge the success of the campaign and to take feedback for improvements. Timing of the final survey may not be until 12 months after delivery however information from the Ambassadors could be aggregated into a report describing what was found and actioned during the campaign. The follow up survey will then give a better indication of how well information and resilience work has been retained.

### 2.3 Indicative timeline

A detailed project timeline will need to be developed to ensure that the campaign rolls out according to schedule and budget. Matters for consideration in the timeline include:

- Milestone start date
- Finalising campaign funds and sponsorship/support
- Recruitment, appointment and training of the Coordinator
- Development of localized resources based on the resource kit
- Ambassador recruitment, appointment and training of the Ambassadors
- Advertising and promotions including community workshops
- Pre campaign survey
- Conducting the field work
- Conducting the fixing programme (doing the in-home fix, fasten forget)
- Preparation of progress reports and a campaign report
- Post campaign survey
- Reporting to the CDEM Group and other CDEM Groups and MCDEM

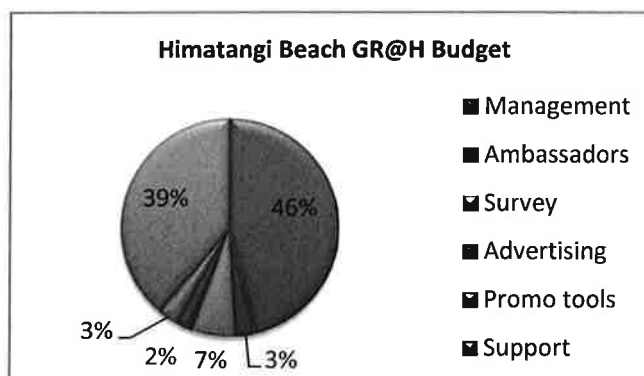
### 3. Project budget

A detailed budget has been prepared to inform decisions about implementation and funding. The indicative budget is \$155k.

The largest portion of this budget is Coordinator salary with fixing costs, EMO support, smoke alarms and the surveys each being greater than \$10k.

Sponsorship and in-kind support will be sought to offset the cost of the campaign. For example, if the NZ Fire Service do not partner with the campaign, then the \$12k budgeted for smoke alarms (funded by the Fire Service) will not feature in the overall budget.

Manawatu District Council and Horizons Regional Council will contribute 50% of the cost of the campaign with a view to securing additional sponsorship and contributions in kind and the remaining 50% (up to \$75k) will be sought from the CDEM Resilience Fund.

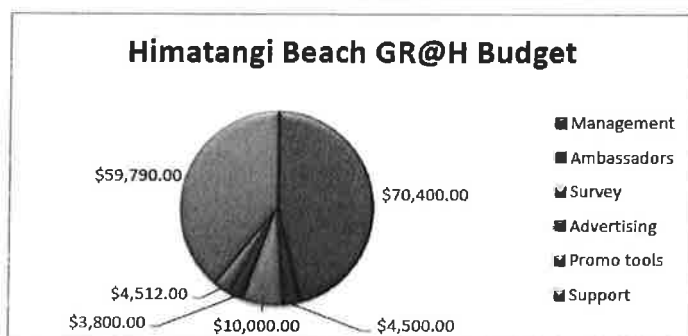


# Himatangi Beach Get Ready at Home Campaign 300

Total \$ 157,592.06

	Unit rate	Mutiplier	Weeks	Hours	Total cost	
<b>Management costs</b>						
Project Coordinator	\$ 80.00		16	640	\$51,200.00	
EMO support (1.5 days per week)	\$ 100.00		16	192	\$19,200.00	
			<b>Management</b>		<b>\$70,400.00</b>	
<b>Ambassador costs</b>						
Ambassador wages	\$ 50.00		0	0	\$0.00	8 weeks paid at 20hrs/week?
Recruitment	\$ 500.00	1			\$500.00	
Training (3 days @ \$50/day/Ambassador)	\$ 50.00	12			\$600.00	
Uniform and ID	\$ 500.00	5			\$2,500.00	
Cellphone (1 per team)	\$ 300.00	2			\$600.00	
<b>Administration resources</b>	<b>\$ 100.00</b>	<b>3</b>			<b>\$300.00</b>	
			<b>Ambassadors</b>		<b>\$4,500.00</b>	
<b>Survey costs</b>						
Pre-campaign survey	\$ 5,000.00	1			\$5,000.00	
Follow-up survey	\$ 5,000.00	1			\$5,000.00	
			<b>Survey</b>		<b>\$10,000.00</b>	
<b>Campaign advertising</b>						
Print ads in local paper	\$ 150.00	4			\$600.00	
Flyers	\$ 0.30	500			\$150.00	Mirage
Posters	\$ 0.50	100			\$50.00	Mirage
Radio	\$ 100.00	20			\$2,000.00	
					\$0.00	
0508 number	\$ 1,000.00	1			\$1,000.00	
			<b>Advertising</b>		<b>\$3,800.00</b>	
<b>Promo tools</b>						
We called card	\$ 0.40	300			\$120.00	Mirage
Pass it on	\$ 0.40	300			\$120.00	Mirage
Supporter voucher (sponsor 1)	\$ 0.30	300			\$90.00	Mirage
Supporter voucher (sponsor 2)	\$ 0.30	300			\$90.00	Mirage
CommunitEA teabox	\$ 2.64	300			\$792.00	Mirage
Community Response Plan	\$ 3.00	300			\$900.00	
Household info pack (zipper envelope)	\$ 5.00	300			\$1,500.00	
Household info pack - other printing	\$ 3.00	300			\$900.00	
					\$0.00	
					\$0.00	
			<b>Promo tools</b>		<b>\$4,512.00</b>	
<b>Support and other costs</b>						
Vehicle running (10l/100k, 60 trips @ 75km/trip)	\$ 2.20	450			\$990.00	
Vehicle					\$8,500.00	
Signwriting (vehicle)	\$ 2,000.00	1			\$2,000.00	
IT					\$0.00	
Telecommunications					\$0.00	
Fixing costs - water cyliner etc	\$ 100.00	300			\$30,000.00	
Smoke alarms	\$ 12.00	1000			\$12,000.00	
Venue hire at Himatangi Beach (\$100/day)	\$700		9		\$6,300.00	
			<b>Support</b>		<b>\$59,790.00</b>	

<b>Contributions</b>		
Sponsorship of EMO time	-\$19,200.00	MDC 13%
Sponsorship of venue hire	-\$6,300.00	MDC 4%
Sponsorship of smoke alarms	-\$12,000.00	Fire Service 8%
Sponsorship of vehicle	-\$5,000.00	Eurocars 3%
Sponsorship of fixing materials	-\$5,000.00	Mitre 10 3%
Sponsorship from ACC	-\$5,000.00	ACC 3%
CDEM Reserve	-\$30,000.00	Horizons 20%
CDEM Resilience Fund	-\$75,000.00	MCDEM 49%
<b>Contributions</b>	<b>-\$157,500.00</b>	<b>103%</b>



<b>Cost Summary</b>		
Management	\$	70,400.00
Ambassadors	\$	4,500.00
Survey	\$	10,000.00
Advertising	\$	3,800.00
Promo tools	\$	4,512.00
Support	\$	59,790.00
	<b>\$</b>	<b>153,002.00</b>